Radio's record '78: the official figures
"At Large" with Roone Arledge

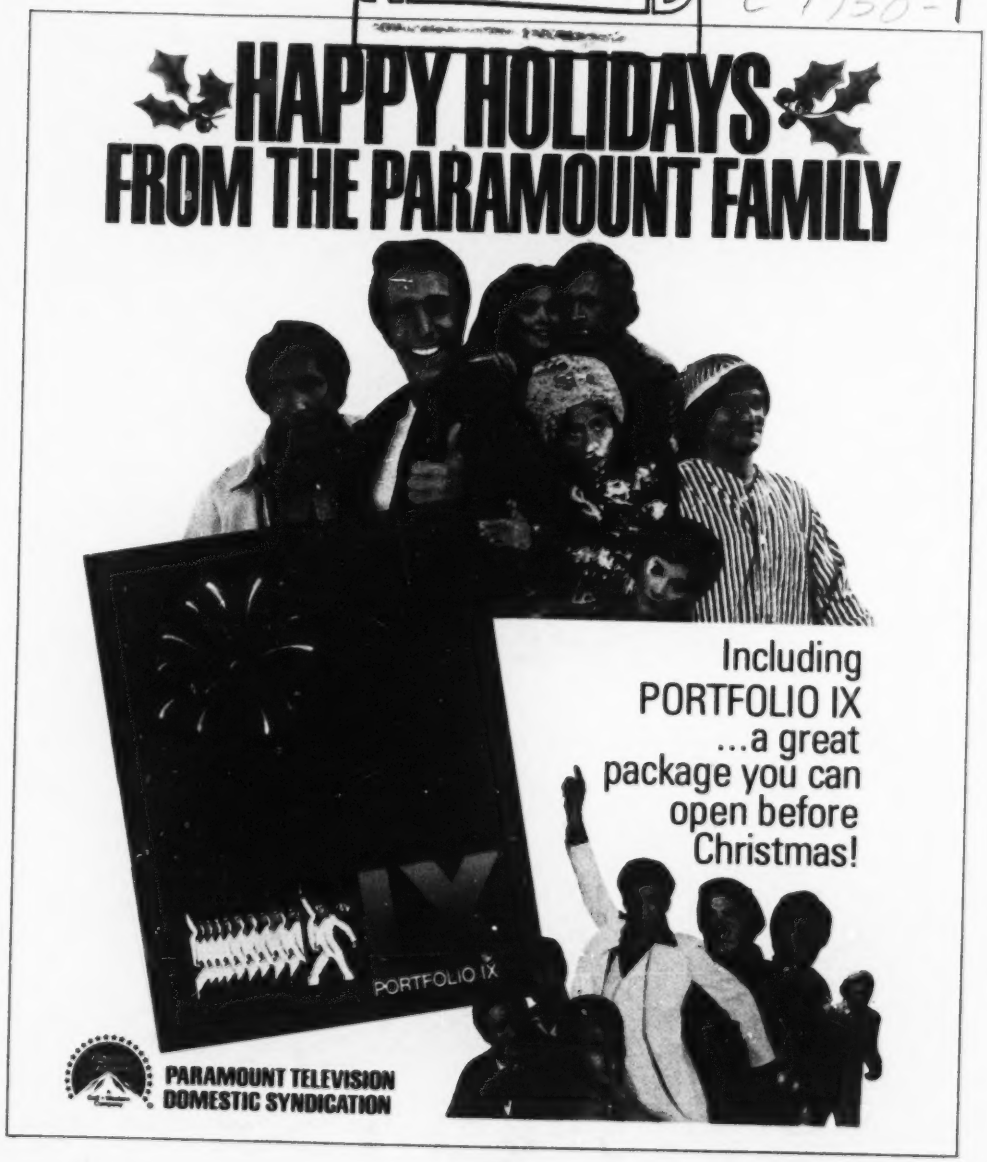
Broadcasting Dec 10

The newsweekly of broadcasting and allied arts

Our 49th Year 1979

RECEIVED
DEC 11 1979

C 1750-1



20014ACQ EN9421 PNB JAN/80
ACQ EDITOR N/E
CIS
7101 WISCONSIN AVE
WASHINGTON DC 20014

NEWSPAPER

The Week in Brief

DISK MARKET BATTLE ESCALATES ☐ RCA unveils its SelectaVision that will compete with DiscoVision beginning in 1981. **PAGE 27.**

ANA GIRDS FOR CHANGES ☐ Session at annual meeting focuses on the new technologies and how much and how little they will affect existing media. **PAGE 27.**

SHORTWAVE JAMMING ☐ The U.S. and Israel, in a reference to tactics of the Cold War with the Russians, say they will resurrect that issue again at the HF conference in 1983 or 1984. **PAGE 29.**

ANGRY WORDS ON IRAN ☐ State Department's Hodding Carter complains about TV interviews with the Ayatollah. The networks, on the other hand are unhappy over the blackout of the shah in Texas. **PAGE 29.**

LESSONS FROM SWEEPS ☐ The networks examine the failures and successes of November, especially the disappointments of specials and miniseries. **PAGE 30.**

WAIT 'TIL NEXT YEAR ☐ Congress shuts the door on any markup of the Communications Act revision, but indicates that the legislation will be considered early in 1980. **PAGE 32.**

RADIO IN '78: ANOTHER BIG YEAR ☐ Profits of the radio industry registered another 26.4% gain in 1978 to reach a pretax level of $311.1 million. That's part of the comprehensive financial data on radio network and station operations released by the FCC. **PAGE 37.** The market-by-market breakdown of station revenue and profit in 1977 and 1978 begins on **PAGE 44.**

THE ARLEDGE PRINCIPLES ☐ Two-and-a-half years ago, Roone Arledge assumed the added responsibilities of President of ABC News, provoking immediate speculation that he might use some of his successful sports showmanship in the news area. It hasn't happened

and Arledge sat down with BROADCASTING editors to explain what he has done and the basics that have guided him. **PAGE 70.**

AFTER WARC; IN THE LOCKER ROOM ☐ Ambassador Robinson expresses satisfaction about U.S. progress at the just-completed Geneva conference. Broadcast satellite service will be further planned at a special 1983 gathering. **PAGE 82.**

UN REPORT TONED DOWN ☐ "Study of Global Communications," to be considered in Belgrade next fall, doesn't come down as hard as feared on Western journalists. **PAGE 94.**

A FAMILIAR ORDER ☐ ABC-TV bounces back into the ratings lead during the week ended Dec. 2. **PAGE 99.**

AN UNDAUNTED SPELLING ☐ The veteran TV producer ran into trouble last month with his first miniseries. But he remains confident that it was just a stutter in his record of successes that date back to the 1950's. **PAGE 99.**

TV'S IRRESISTIBLE FORCE ☐ When Sandy Frank sets a goal, nothing stops him. That is why the president of Sandy Frank Film Syndication Inc. has earned a reputation as a supersalesman as well as the person who almost single-handedly fought to outlaw multiple exposure during TV access time. **PAGE 129.**

Index to departments

At Large	70	Datebook	14	Journalism	94	Playlist	110
Business	102	Editorials	130	Law & Regulation	88	Profile	129
Business Briefly	8	Fates & Fortunes	123	The Media	95	Programing	99
Changing Hands	97	For the Record	103	Monday Memo	12	Stock Index	127
Closed Circuit	7	In Brief	28	Monitor	101	Technology	82
		In Sync	87	News Beat	94	Top of the Week	27
		Inter Media	98	Open Mike	20	Washington Watch	93

Broadcasting (ISSN 0007-2028) is published 51 Mondays a year (combined issue at yearend) by Broadcasting Publications Inc., 1735 DeSales Street, N.W. Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue $1.50 except special issues $2.50. Subscriptions, U.S. and possessions: one year $40, two years $75, three years $105. Canadian and other international subscriptions add $12 per year. U.S. and possessions add $140 yearly for special delivery, $90 for first class. Subscriber's occupation required. Annually: *Broadcasting Yearbook* $42.50. *Cable Sourcebook* $20. *Across the Dial-Around the Channels* $3.95, prepaid only. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year, $35). Microfiche of *Broadcasting* is available from Bell & Howell, Micro Photo Division, Old Mansfield Road, Wooster, Ohio 44691 (full year $27.50).

Index to advertisers ■ Associated Press 14 ☐ Bethlehem Steel 84 ☐ Blackburn 47, 49, 51, 53, 96 ☐ Blair Radio 35 ☐ Bonneville Broadcast Consultants 44-45 ☐ Broadcast Electronics 38 ☐ Broadcast Programming 90 ☐ Century Broadcasting 38 ☐ Christal 69, 71, 73, 75, 77 ☐ Columbia Pictures 79 ☐ ESPN 81 ☐ Eastman Radio 55 ☐ Fetzer Stations 83 ☐ Firstmark 48 ☐ FM-100 61 ☐ Frazier, Gross 50 ☐ Gaylord Inside Front Cover, 65 ☐ Group W Productions 21 ☐ Harris 33, 107 ☐ Ted Hepburn 97 ☐ Bernard Howard 41 ☐ International Tapetronics 72 ☐ Jefferson-Pilot 11 ☐ Katz 43 ☐ MCA-TV 6 ☐ Major Market Radio 57 ☐ McGavren-Guild 59, 63 ☐ McGlothlin Consultants 80 ☐ Michigan University 103 ☐ Microprobe 20 ☐ Mortgage Bankers 76 ☐ NBC Radio 3 ☐ NEC Back Cover ☐ Oak Industries 16-17 ☐ PM Magazine 85, 87, 93, 95, 101 ☐ Paramount Front Cover ☐ Phillips Petroleum 34 ☐ RCA 15 ☐ RKO Radio Inside Back Cover ☐ Radio Information 48 ☐ Sony 24-25 ☐ State Farm 105 ☐ Station Business Systems 39 ☐ Joe Sullivan 123 ☐ TV Log 92 ☐ Tandem 23, 66-67 ☐ William B. Tanner 8, 22 ☐ TeleRep 26, 89 ☐ Time-Life 4 ☐ Ed Tornberg 104 ☐ USPS 128 ☐ Union Carbide 91 ☐ Viacom 9 ☐ Vipro 10 ☐ WBBM-TV 13 ☐ WGN 60 ☐ Wall Street Journal 56 ☐ Warner Brothers 19 ☐

In 1978, the eight radio networks had revenues of $89,861,000,
their 36 owned-and-operated AM and FM stations added another $146,453,000
and 5,712 other AM and AM-FM stations brought in a total of $2,398,989,000
for an industry total of $2,635,303,000.

Expenses for the networks in 1978 were $74,505,000,
their 36 owned stations spent $118,072,000,
and other AM and AM-FM stations had expenses of $2,131,161,000
for an industry total of $2,324,238,000.

So the radio networks reported their second straight profit year—$15,356,000;
owned stations showed a pretax profit of $28,381,000, up 33.8% from 1977,
and profits for AM and AM-FM stations were $267,328,000, up 33.9% from 1977
for an all-radio pretax profit of $311,065,000, up 26.4% from 1977.

1978: Radio's star keeps rising

Radio profits, on a dramatic climb since the recession year of 1974, registered an additional 26.4% increase in 1978 to attain pretax income of $311.1 million for the industry. The 1977 profits were $246.1 million.

That is the bottom line of the FCC's annual financial data being released today (Dec. 10). It covers the operations of the national networks (ABC's three AM and one FM network, CBS, MBS's two networks and NBC) 4,316 AM stations and jointly reporting AM-FM combinations (in which 1,479 FM's were included), 655 stations associated with AM stations but reporting separately in 1978, and 777 independent FM stations.

The radio industry's over-all revenues in 1978 also grew, up 15.9% to $2,653.3 million from $2,274.5 million in the preceding year. The increase in broadcast expenses was less, rising 14.6% from $2,028.4 million in 1977 to $2,324.2 million last year.

The radio figures, combined with television data released last summer (BROADCASTING, July 30), offered this healthy report on broadcasting's finances in 1978 (see table 1):

- Broadcast revenues of $9,548.3 million, 17% more than in 1977.
- Broadcast expenses of $7,590.2 million, up 16.7% from 1977.
- Broadcast pretax income of $1,958.2 million, up 18.9%.

Advertiser expenditures in radio in 1978 came to $2,911.2 million, up 15.9% from

1. The radio and television broadcast services' 1978 totals of revenues, expenses and income, for networks and stations

Broadcast revenues	1978	1977	% increase 1977-1978
Radio	$2,635,303,000	$2,274,500,000	15.9
Television	6,913,000,000	5,889,000,000	17.3
INDUSTRY TOTAL	**9,548,303,000**	**8,163,500,000**	**17.0**
Broadcast expenses			
Radio	2,324,238,000	2,028,400,000	14.6
Television	5,265,900,000	4,488,000,000	17.3
INDUSTRY TOTAL	**7,590,138,000**	**6,516,400,000**	**16.7**
Broadcast income (before federal income tax)			
Radio	311,065,000	246,100,000	26.4
Television	1,647,100,000	1,401,000,000	17.5
INDUSTRY TOTAL	**1,958,165,000**	**1,647,100,000**	**18.9**

Notes: 1978 radio data covers the operations of the nationwide networks (CBS, MBS's two networks, NBC and ABC's three AM networks and one FM network), 4,316 AM stations and jointly reporting AM-FM combinations (in which 1,479 FM's were included), 655 FM stations associated with AM stations but reporting separately in 1978, and 777 independent FM stations. This data also includes the compensation paid by other (regional, state, etc.) networks to affiliated stations, but does not include the revenues retained by these other networks, nor their expenses. Radio data for 1977 covers the operations of the nationwide networks, 4,292 AM and AM-FM stations, (1,486 FM stations filing combined reports with AM's), 586 associated FM's that reported separately and 741 independent FM stations. TV data for 1978 covers the operations of three networks and 708 stations. TV data for 1977 covers the operations of three networks and 697 stations. Figures in these columns may not add to totals because of rounding.

1977 (see table 3). That amount was broken down to $126.4 million for network advertising, up 7%; $592.1 million for national and regional spot advertising, up 13.6%, and $2,192.7 million for local advertising, up 17.1%. The advertiser expenditure figures include commissions to advertising agencies, representatives, brokers and others but do not include advertiser-supplied commercials or programs.

The FCC figures do pinpoint one area in which profits slid: the network operations of the eight national radio networks (see table 5). According to the FCC figures, there was a 1978 profit of $15.4 million (down 39.3%) on revenues of $89.9 million (up 6.4%). This compares with a profit of $25.3 million on revenues of $84.4 million in 1977 (see table 3).

However, it is noteworthy that network operations had a second straight year of profits, after a lingering slump in the preceding four years (BROADCASTING, Dec. 11, 1978).

And the report for the networks' 36 AM and FM owned-and-operated stations was a good one: profits of $28.3 million in 1978, up 33.8%, on revenues of $146.5 million, up 14.2% (see table 3).

Revenues in 1978 for the other 5,712 AM, AM-FM and FM entities, representing 7,191 other AM, AM-FM and FM stations, were $2,399 million, up 16.4% from 1977, with pretax profits of $267.3 million, up 33.9% (see table 3).

The percent of AM and AM-FM stations operating a full year in 1978 that reported a profit was practically the same as the preceding year—67% as compared to 66% in 1977. However, the proportion of independent FM stations showing a profit last year was 57%, up from 52% in 1977. Of the FM stations associated with an AM, 67% earned a profit in 1978 and 63% in 1977 (see table 6).

Of the 4,214 AM and AM-FM stations that reported a profit or loss last year, 2,814 entities were in the black. In that group 124 had incomes of $500,000 or more.

Conversely, 1,400 of those reporting had losses. A total of 23 such entities were in the red by $500,000 or more.

The FCC, for the first time, published radio market tables that include all the stations in the market—AM, AM-FM and FM. To facilitate comparisons between 1978 and the previous year a merged AM, AM-FM and FM market table for 1977 was also released.

The Los Angeles-Long Beach market, which ranked number one in both profits and revenues in 1977, stayed the leader in income in 1978 (see table 4). However, New York regained the top spot in revenues, while retaining its second position in profits. Los Angeles-Long Beach reported revenues of $112,078,232 (up 15.2% from 1977) with profits of $29,811,114. New York had revenues of $112,815,750 (up 17.1%) and profits of $22,236,026.

Third in both categories was Chicago with revenues of $87,625,459 (up 13.9% from 1977) and profits of $14,969,234. In 1977 Chicago was third in revenues, but second in profits—just ahead of New York.

Looking at the other top radio markets:

San Francisco-Oakland, fourth in revenues, $59,158,514 (up 17.8%) and eighth in profits, $6,982,834.

Detroit, fifth in both revenues, $46,519,844 (up 14.7%), and profits, $9,102,475.

Washington, sixth in revenues, $45,601,037 (up 13.1%), and ninth in profits, $6,694,746.

Philadelphia, seventh in revenues, $44,023,535 (up 7.7%), and 12th in profits, $5,667,722.

Boston, eighth in revenues, $38,595,399 (up 12.2%), and 13th in profits, $5,192,652.

Dallas-Fort Worth, ninth in revenues, $38,415,998 (up 23.1%), and 66th in profits, $810,819. An FCC spokesperson said stations in the market had reported unusually high expenses and depreciation.

Houston, 10th in revenues, $36,817,317 (up 18.9%), and fourth in profits, $9,912,554.

Filling in the top 10 in profits:

Minneapolis-St. Paul was sixth with profits of $7,985,190 on revenues of $27,309,988.

Atlanta was seventh with profits of $7,265,786 on revenues of $28,030,279.

Baltimore was 10th with profits of $6,308,679 on revenues of $24,865,467.

Just under the top 10 in both revenues and profits was 11th-ranked St. Louis.

More charts and tables, detailing radio's financial fortunes in 1978 follow, beginning on page 40.

2. Breakdown of revenues and expenses for radio stations

Broadcast revenues

	AM and AM/FM stations[1]		FM stations[2]	
	Individual items	Totals	Individual items	Totals
A. Revenues from the sale of station time:				
(1) Network				
Sale of station time to networks:				
Sale of station time to major networks, ABC, CBS, MBS, NBC (before line or service charges)	$15,287,000		$1,776,000	
Sale of station time to other networks (before line or service charges)	3,052,000		278,000	
Total		$18,878,000		$2,054,000
(2) Nonnetwork (after trade and special discounts but before cash discounts to advertisers and sponsors, and before commissions to agencies, representatives and brokers).				
Sale of station time to national and regional advertisers or sponsors	450,762,000		138,918,000	
Sale of station time to local advertisers or sponsors	1,687,434		507,393,000	
Total		2,138,196,000		646,311,000
Total sale of station time		**2,157,074,000**		**648,365,000**
B. Broadcast revenues other than from sale of station time (after deduction for trade discounts but before cash discounts and before commissions):				
(1) Revenues from separate charges made for programs, materials, facilities, and services supplied to advertisers or sponsors in connection with sale of station time:				
(a) to national and regional advertisers or sponsors	1,964,000		486,000	
(b) to local advertisers or sponsors	10,258,000		2,000,000	
(2) Other broadcast revenues	15,969,000		5,481,000	
Total broadcast revenues, other than from time sales		28,191,000		7,967,000
C. Total broadcast revenues		2,185,265,000		640,675,000
(1) Less commissions to agencies, representatives, and brokers (but not to staff salesmen or employes) and less cash discounts	210,898,000		70,933,000	
D. Net broadcast revenues		1,974,367,000		569,742,000[3]
E. Joint AM/FM reports				
FM revenues from sale of station time (after discounts, commissions, etc.)	143,048,000			
FM revenues from providing functional music or other special services	3,291,000			
Other FM revenues	1,102,000			
Total	147,441,000[4]			

Broadcast expenses

Technical expenses:				
Technical payroll*	71,093,000		14,864,000	
All other technical expenses	60,800,000		18,250,000	
Total technical expenses		131,893,000		33,114,000
Program expenses:				
Payroll* for "talent" and all other program employees	324,086,000		76,995,000	
Rental and amortization of film and tape	1,892,000		1,229,000	
Records and transcriptions	7,709,000		3,146,000	
Cost of outside news service	28,310,000		5,083,000	
Payments to talent other than reported above	10,381,000		1,383,000	
Music license fees	46,247,000		13,794,000	
Other performance and program rights	20,101,000		2,965,000	
All other program expenses	72,561,000		21,454,000	
Total program expenses		511,287,000		126,049,000

Chart 2 continues on page 42

Chart 2, continued from page 40.

	AM and AM/FM stations[1]		FM stations[2]	
	Individual items	Totals	Individual items	Totals
Selling expenses:				
Selling payroll*	237,151,000		75,782,000	
All other selling expenses	147,231,000		55,128,000	
Total selling expenses		384,382,000		130,910,000
General and administrative expenses				
General and administrative payroll*	197,301,000		51,148,000	
Depreciation and amortization	94,644,000		28,359,000	
Interest	52,047,000		15,158,000	
Allocated costs of management from home office or affiliate(s)	45,988,000		18,426,000	
Other general and administrative expenses	333,949,000		91,826,000	
Total general and administrative expenses		723,929,000		204,917,000
Total broadcast expenses		1,751,491,000		494,990,000
Broadcast income				
Broadcast revenues		1,974,910,000[5]		570,533,000[5]
Broadcast expenses		1,752,865,000[5]		496,869,000[5]
Broadcast operating income or (loss)		222,045,000		73,664,000

[1] Includes 4,316 AM and AM/FM combination stations. Does not include 655 FM stations that are associated with AM's but which reported separately.
[2] Includes 655 FM stations that are associated with AM stations but which reported separately, and 777 independent FM stations.
[3] Excludes 1,048 AM/FM stations that reported FM revenues of $147,441,000.
[4] Includes 1,048 combined AM/FM stations that reported FM revenue. Does not include 431 FM stations associated with AM's but reported separately.
[5] Stations reporting less than $25,000 in total revenues are not required to report revenues and expenses but are required to report income. Therefore, totals in revenues and expenses are somewhat larger than income totals.
* Payroll includes salaries, wages, bonuses and commissions. Total payroll for AM/FM's: $829,630,000; for FM's: $226,451,000.

Note: Totals may not add due to rounding.

3. Network and station breakouts

Broadcast revenues, expenses and income	Networks[1]	% change from 1977	38 owned-and-operated AM and FM stations[2]	% change from 1977	8,712 other AM, FM and AM/FM stations[3]	% change from 1977	Total networks and stations	% change from 1977
Sales to advertisers for time, program talent, facilities, and services.								
Network sales	$124,383,000	7.2						
Deduct: Payments to owned-and-operated stations	1,947,000	3.6						
Deduct: Payments to other affiliated stations	16,977,000	11.5						
Retained from network sales	105,439,000	6.6	$1,977,000	1.9	$18,955,000[2]	9.6	$126,371,000	7.0
Nonnetwork sales								
To national and regional advertisers	—	—	70,416,000	5.9	521,706,000	14.7	592,122,000	13.6
To local advertisers	—	—	103,966,000	19.8	2,088,761,000[3]	16.9	2,192,727,000	17.1
Total nonnetwork sales	—	—	174,382,000	13.8	2,610,467,000	16.5	2,784,849,000	16.3
Total sales to advertisers	105,439,000	6.6	176,359,000	13.6	2,629,422,000	16.4	2,911,220,000	15.9
Sales to other than advertisers	2,695,000	5.2	278,000	(4.1)	21,214,000	8.8	24,187,000	8.2
Total sales	108,134,000	6.6	176,637,000	13.6	2,650,636,000	16.4	2,935,407,000	15.8
Deduct: Commissions to agencies, representatives, etc.	18,273,000	7.6	30,184,000	10.6	251,647,000	16.5	300,104,000	15.3
Total broadcast revenues	89,861,000	6.4	146,453,000	14.2	2,398,989,000	16.4	2,635,303,000	15.9
Total broadcast expense	74,505,000	25.9	118,072,000	10.4	2,131,661,000	14.5	2,324,238,000	14.6
Total income (before federal income tax)	15,356,000	(39.3)	28,381,000	33.8	267,328,000	33.9	311,065,000	26.4

[1] CBS, MBS (two networks), NBC, and ABC's three AM networks and one FM network.
[2] Includes $3,330,093 in compensation from regional networks. The balance differs from the amount reported by the networks as payment to other affiliated stations because of differences in accounting methods.
[3] Since stations with less than $25,000 in revenues do not report a detailed breakdown, the total revenue of those stations is included in this item. Therefore, a small amount of network and national nonnetwork time and program sales may be included here.
* Year to year comparisons should be made with caution because stations are not consistent in the way they classify national/regional versus local sales.

4. The market-by-market breakdown of

Metropolitan areas (number of stations[1] reporting in parentheses)	Revenue rank	Profit rank	Time sales[2] Network 1978	Network 1977	National and regional advertisers[3] 1978	National and regional advertisers[3] 1977
Abilene, Tex. (7)	209	202	1,118	1,094	230,595	185,591
Akron, Ohio (6)	67	49	82,536	80,588	1,776,808	1,880,335
Albany, Ga. (5)	221	211	1,781	2,102	279,759	225,278
Albany-Schenectady-Troy, N.Y. (19)	56	67	103,119	100,583	2,203,814	2,083,701
Albuquerque, N.M. (14)	75	357	23,899	23,832	1,417,903	1,083,814
Alexandria, La. (5)**	283	196	4,336	6,066	273,692	241,795
Allntwn-Bthlhem-Easin, Pa.-N.J. (15)	81	58	52,377	48,870	509,990	514,091
Altoona, Pa. (7)	184	213	7,882	10,010	355,773	316,111
Amarillo, Tex. (10)	118	140	19,689	15,450	630,060	584,185
Anhm-Snta Ana-Grdn Grve, Calif. (8)	77	64	0	0	1,038,968	996,809
Anchorage (11)**	95	378	0	0	782,272	567,827
Ann Arbor, Mich. (6)	218	367	0	629	323,988	345,151
Anniston, Ala. (4)	279	135	0	0	90,918	107,817
Appleton-Oshkosh, Wis. (10)**	128	178	7,058	1,839	331,777	228,743
Asheville, N.C. (8)	170	127	23,652	11,840	217,731	185,224
Atlanta (28)	12	7	649,145	637,056	5,734,555	5,814,732
Atlantic City (7)	183	294	5,993	6,972	227,831	187,978
Augusta, Ga.-S.C. (11)	127	189	30,386	6,669	783,531	520,515
Austin, Tex. (11)	74	37	9,070	6,866	1,171,425	889,418
Bakersfield, Calif. (18)*	89	178	58,622	53,789	1,237,006	826,375
Baltimore (25)	18	10	438,328	442,120	6,582,325	6,176,778
Baton Rouge (12)	79	46	15,018	27,372	914,337	533,939
Battle Creek, Mich. (5)	387	184	6,125	4,343	189,650	155,964
Bay City, Mich. (4)	197	100	2,901	1,153	200,408	174,337
Bmnt-Prt Arthr-Ornge, Tex. (14)**	112	387	12,763	42,008	704,918	510,003
Billings, Mont. (6)	169	349	5,858	6,579	311,978	269,342
Biloxi-Gulfport, Miss. (6)	183	310	1,080	1,513	350,753	246,890
Binghamton, N.Y. (8)	149	273	14,438	17,652	423,187	291,186
Birmingham, Ala. (16)	30	34	80,063	68,814	2,175,716	1,931,382
Bloomington-Normal, Ill. (4)	179	96	1,015	1,022	247,223	189,321
Bloomington, Ind. (3)**	310	288	0	*	105,778	*
Boise, Idaho (7)**	191	376	8,298	8,413	295,541	257,960
Boston (38)**	8	13	777,928	578,130	15,351,523	14,115,611
Bridgeport, Conn. (4)	141	102	13,418	7,740	421,228	395,351
Brnsvl-Harlingn-San B[illegible], Tex. (5)	184	167	0	0	689,076	554,204
Brnsvl-Portage Station, Tex. (3)	290	176	3,600	12,920	157,005	133,559
Buffalo, N.Y. (10)	39	39	248,227	237,717	4,343,885	3,702,896
Burlington, N.C. (4)	297	301	0	0	196,395	183,672
Canton, Ohio (8)	102	68	14,552	13,925	968,715	926,121
Cedar Rapids, Iowa (7)	108	98	17,316	18,356	884,692	841,238
Champaign-Urbana-Rantoul, Ill. (7)	192	187	3,784	5,915	310,423	266,389
Charleston, W. Va. (10)**	121	75	28,848	23,006	858,147	723,764
Charleston-North Charleston, S.C. (13)	106	180	20,134	14,082	844,471	537,789
Charlotte-Gastonia, N.C. (20)	36	36	155,097	138,803	2,951,387	2,826,424
Chattanooga (15)*	99	322	34,200	31,257	489,189	541,411
Chicago (54)	3	3	1,024,903	1,002,568	29,029,824	25,162,428
Cincinnati (17)	21	19	433,134	399,521	4,589,777	3,995,116
Clarksville-Hopkinsville, Tenn.-Ky. (4)	257	117	0	0	141,228	128,388
Cleveland (22)**	14	18	451,578	468,638	7,177,400	6,206,758
Colorado Springs (11)	132	384	2,985	6,085	581,429	589,723
Columbia, Mo. (3)**	298	188	12,947	5,542	106,230	153,937
Columbia, S.C. (11)	83	82	48,700	42,035	1,124,742	942,316
Columbus, Ga.-Ala. (10)	150	381	6,084	11,403	597,103	581,707
Columbus, Ohio (14)	28	15	156,188	128,249	3,828,298	3,501,002
Corpus Christi, Tex. (11)	107	131	23,588	32,765	1,392,592	1,144,392
Dallas-Fort Worth (34)	9	66	512,483	403,953	11,974,197	9,499,521
Davenport-Rock Is.-Moline, Iowa-Ill. (10)	87	92	25,511	21,526	1,258,328	920,575
Dayton, Ohio (13)**	40	23	93,191	79,151	1,906,824	1,378,364
Daytona Beach, Fla. (9)**	166	372	1,704	0	645,689	306,498
Decatur, Ill. (3)	188	91	3,659	5,297	310,174	185,711
Denver-Boulder (30)**	15	20	294,086	275,538	6,433,054	5,696,957
Des Moines, Iowa (12)**	65	71	85,061	77,634	1,697,390	1,371,990
Detroit (31)**	5	5	779,158	683,786	14,845,408	12,842,940
Duluth-Superior, Minn.-Wis. (12)**	113	111	27,138	27,956	413,578	432,361
Eau Claire, Wis. (6)	186	139	0	1,880	288,532	237,586
El Paso, Tex. (10)**	118	384	29,003	25,839	1,609,685	1,385,004
Elmira, N.Y. (4)	277	339	3,090	2,095	212,259	207,544
Erie, Pa. (7)	153	333	18,045	14,214	441,472	433,771
Eugene-Springfield, Ore. (12)**	98	311	17,384	38,656	1,387,120	819,589
Evansville, Ind.-Ky. (11)	93	85	5,840	5,860	470,994	337,531
Fargo-Moorhead, Minn.-N.D. (7)	117	166	14,587	18,754	622,706	499,786
Fayetteville, N.C. (5)	161	134	87,701	31,304	474,499	587,871
Fayetteville-Springdale, Ark. (8)	172	124	0	0	257,352	207,876
Filchburg-Leominster, Mass. (4)	322	330	3,275	3,207	180,301	157,311
Flint, Mich. (10)	73	42	68,829	53,238	1,321,842	1,105,851
Florence, Ala. (8)**	190	166	1,477	2,875	113,172	115,132

radio station revenue and profit in 1978

Local advertisers[3] 1978	Local advertisers[3] 1977	Value of trade-outs and barter transactions 1978	Value of trade-outs and barter transactions 1977	Total broadcast revenues[4] 1978	Total broadcast revenues[4] 1977	% change	Total broadcast expenses 1978	Total broadcast income 1978
1,600,135	1,354,025	57,819	29,272	1,763,830	1,477,464	19.4	1,648,259	115,571
5,684,084	4,961,736	304,032	378,070	6,727,843	6,179,155	8.9	5,650,745	1,076,898
1,437,848	1,250,884	25,289	14,724	1,665,301	1,445,804	15.8	1,560,403	104,898
7,087,980	6,525,256	263,753	281,889	8,444,148	7,703,852	9.6	7,955,955	488,193
5,190,449	3,802,117	243,877	146,241	5,966,283	4,434,124	34.6	6,101,070	−134,787
1,088,585	950,459	7,877	6,534	1,303,032	1,165,487	11.8	1,178,739	124,293
5,064,268	4,319,090	142,782	109,352	5,424,823	4,891,084	10.8	4,525,106	899,717
2,147,877	1,804,797	289,192	185,023	2,424,236	2,076,423	16.8	2,320,414	103,822
3,346,580	2,756,837	161,187	86,737	3,676,450	3,104,728	18.4	3,446,840	229,840
5,280,271	4,521,805	678,377		5,675,876	4,998,136	13.6	4,839,006	836,670
4,315,450	4,303,004	122,516	94,977	4,763,038	4,612,997	3.3	5,080,884	−317,846
1,400,254	1,210,254	59,144	61,106	1,692,525	1,536,577	10.1	1,869,813	−177,088
1,129,817	1,038,919	2,378	2,002	1,205,727	1,127,142	7.0	968,095	237,632
3,082,381	2,865,557	109,286	139,869	3,397,724	3,030,020	12.1	3,253,023	144,701
2,178,387	1,942,680	46,304	61,295	2,364,104	2,093,260	12.9	2,100,026	264,078
26,080,600	21,775,359	1,606,975	958,666	28,030,279	24,402,231	14.9	20,764,493	7,265,786
1,879,737	1,703,459	157,131	142,981	2,118,200	1,934,124	9.5	2,116,859	1,341
2,655,028	2,333,302	160,836	160,310	3,303,171	2,742,413	30.4	3,143,896	159,275
5,764,998	4,868,850	84,743	135,837	6,250,924	5,210,891	20.0	4,839,483	1,411,441
4,152,217	3,494,811	318,898	335,596	4,937,117	4,028,393	22.6	4,786,348	150,769
21,584,911	18,150,034	1,294,547	821,190	24,865,487	21,500,574	15.7	18,556,788	6,308,679
5,205,743	4,278,433	47,977	54,699	5,604,772	4,441,251	26.2	4,487,504	1,117,268
1,137,443	812,241	34,847	4,456	1,265,574	936,896	35.1	1,131,294	134,280
2,014,719	1,885,036	63,152		2,051,267	1,941,757	5.6	1,694,003	357,264
3,488,594	3,580,864	128,872	98,901	3,938,449	3,931,177	0.2	4,946,882	−1,008,433
2,090,442	1,901,696	84,713	60,826	2,384,266	2,113,857	11.9	2,486,152	−101,887
1,796,044	1,526,916	92,921	78,893	2,124,422	1,760,660	20.7	2,140,349	−15,927
2,490,145	2,209,682	251,731	153,449	2,893,309	2,308,515	16.7	2,718,903	25,594
9,821,963	8,045,856	277,158	231,867	10,929,173	9,095,613	20.2	9,365,771	1,563,402
2,001,798	1,556,994	8,849	0	2,208,210	1,729,452	27.7	1,795,333	412,877
895,133	*	68,562	*	989,489	*	—	983,142	6,347
1,857,955	1,123,787	85,783	61,960	2,033,445	1,288,115	57.9	2,323,823	−290,378
28,973,322	25,718,781	2,394,364	1,676,170	38,595,399	34,395,606	12.2	33,402,747	4,192,652
2,740,615	2,293,312	101,393	58,216	2,859,654	2,422,053	18.1	2,505,902	353,752
1,622,949	1,342,539	76,190		2,114,009	1,764,123	19.8	1,952,167	161,842
1,006,014	813,383	101,222	14,536	1,131,024	937,713	20.6	980,806	150,217
11,393,350	10,706,009	881,185	583,083	14,083,026	12,839,284	9.7	11,415,766	2,667,260
859,229	722,250	31,827	24,717	1,051,843	897,842	17.2	1,056,128	−4,485
3,876,602	3,360,018	116,282	132,400	4,487,115	3,970,242	13.0	3,727,562	759,553
3,823,705	3,434,584	104,438	80,413	4,263,386	3,897,434	9.4	3,894,676	368,690
1,802,994	1,504,150	19,648	1,298	2024,912	1,710,935	18.4	1,840,011	184,901
2,847,959	2,454,409	99,888	76,292	3,585,982	3,086,841	16.9	2,949,121	636,861
3,908,071	3,200,239	240,576	114,132	4,248,187	3,526,603	20.5	4,068,329	179,858
10,014,639	8,425,230	957,913	676,540	11,716,092	10,120,589	15.8	10,266,076	1,450,016
4,279,584	3,385,527	182,565	111,731	4,652,760	3,734,704	24.6	4,684,770	−32,010
71,395,438	62,726,631	4,720,261	2,577,770	87,825,459	76,925,059	13.9	72,856,225	14,969,234
18,607,843	16,944,048	1,152,292	755,195	20,481,095	18,482,413	10.8	17,305,411	3,175,684
1,217,532	1,025,735	27,015	30,952	1,347,489	1,142,214	18.0	1,054,465	293,024
23,449,444	21,274,496	2,136,328	1,731,158	26,661,393	23,970,030	11.2	23,245,729	3,415,664
3,085,736	2,469,016	108,702	63,356	3,224,815	2,754,185	17.1	3,387,065	−162,450
973,472	814,360	17,310		1,044,877	940,327	11.1	915,733	129,144
4,215,808	3,316,764	108,808	44,635	5,199,578	4,202,062	23.7	4,337,728	861,850
2,247,233	1,930,447	86,763	62,858	2,878,981	2,341,927	14.4	3,078,843	−399,862
13,410,597	11,765,601	604,230	446,830	15,020,081	13,247,991	13.4	10,594,874	4,425,207
3,138,408	2,557,925	179,237	68,114	4,175,484	3,412,234	22.4	3,921,469	254,015
32,415,565	25,963,800	1,870,915	1,048,361	38,158,366	31,009,931	23.1	37,347,541	810,819
4,388,271	3,911,909	98,429	69,015	5,069,996	4,443,522	14.1	4,555,372	514,624
10,520,406	8,934,231	181,570	125,458	10,907,563	9,062,106	20.4	7,970,787	2,936,776
1,858,865	1,885,741	180,699	146,079	2,379,267	1,897,240	25.4	2,572,659	−193,372
1,865,384	1,800,668	15,412		2,082,134	1,895,011	9.9	1,822,809	459,325
20,595,695	19,734,831	1,684,960	1,611,975	23,347,480	22,031,066	6.0	20,173,457	3,174,023
6,243,539	5,462,410	499,403	431,920	7,183,784	6,185,403	16.1	4,474,807	709,157
38,532,820	33,606,705	1,891,011	1,207,245	46,519,844	40,570,114	14.7	37,417,369	9,102,475
3,602,927	2,826,390	97,580	57,328	3,902,754	3,218,110	21.3	3,590,139	312,615
2,273,334	1,902,421	23,124	20,971	2,563,141	2,185,726	18.4	2,331,881	231,260
2,732,876	2,837,881	229,221	219,925	3,876,283	3,787,512	2.3	4,413,786	−537,503
1,029,135	843,173	187,169	105,248	1,217,906	1,039,504	17.2	1,287,015	−69,109
2,356,526	2,225,832	174,319	130,836	2,634,897	2,537,634	3.8	2,693,378	−58,481
3,902,282	3,051,537	287,014	122,713	4,728,874	3,527,887	34.0	4,746,714	−17,840
4,592,582	3,814,947	104,909	81,418	4,827,521	3,783,725	27.6	4,331,478	496,043
3,215,653	2,805,857	60,976	51,514	3,693,048	3,237,889	14.1	3,530,942	162,106
2,011,313	1,746,517	39,444	31,507	2,475,877	2,066,516	19.8	2,233,151	242,726
2,111,842	1,708,956	155,958	73,372	2,353,953	1,870,884	25.8	2,086,224	267,729
848,430	808,907	24,154	17,745	899,306	839,187	7.2	921,843	−53,846
5,486,896	4,074,027	219,288	152,444	6,257,860	4,716,727	32.7	4,990,188	1,267,862
1,954,972	1,246,161	402,959	30,854	2,039,944	1,346,849	51.5	1,719,818	320,126

Metropolitan areas (number of stations[1] reporting in parentheses)	Revenue rank	Profit rank	Time sales[2]			
			Network		National and regional advertisers[3]	
			1978	1977	1978	1977
Fort Collins, Colo. (4)	218	204	70,839	62,512	324,814	137,158
Fort Lauderdale-Hollywood, Fla. (10)	45	341	51,184	32,580	2,723,556	2,628,026
Fort Myers-Cape Coral, Fla. (8)	178	306	1,082	1,895	442,751	239,279
Fort Smith, Ark.-Okla. (8)**	217	289	3,997	5,170	266,706	143,808
Fort Wayne, Ind. (11)	71	53	27,274	26,088	1,326,853	1,182,953
Fresno, Calif. (17)	58	89	87,643	89,089	2,775,583	2,156,588
Gadsden, Ala. (3)**	223	149	0	0	162,656	172,271
Gainesville, Fla. (5)	234	203	3,512	4,347	189,923	152,252
Galveston-Texas City, Tex. (4)	242	286	652	624	220,527	207,102
Gary-Hammond-East Chicago, Ind. (8)	136	148	13,663	1,648	433,110	344,332
Grand Forks, Minn. (6)	148	90	0	*	323,181	*
Grand Rapids, Mich. (16)	49	61	45,114	30,882	1,534,506	1,335,706
Great Falls, Mont. (6)	193	209	804	1,466	274,321	213,695
Greeley, Colo. (3)	238	251	19,263	*	115,512	*
Green Bay, Wis. (4)	144	148	10,003	6,752	631,267	488,048
Grnsbro-Wnstn Slm-Hgh Pt., N.C. (26)	42	45	23,018	44,537	1,279,987	1,248,702
Greenville-Spartanburg, S.C. (18)	64	50	55,051	47,849	1,243,489	1,206,747
Hamilton-Middletown, Ohio (6)	145	286	28,559	17,149	446,786	493,285
Harrisburg, Pa. (12)**	94	65	44,338	31,380	1,038,595	942,989
Hartford, Conn. (10)	43	101	120,360	172,528	2,941,962	2,484,577
Honolulu (17)**	52	288	35,764	7,823	940,464	743,247
Houston (31)	10	4	275,551	246,828	9,893,151	8,411,289
Hntngtn-Ashlnd, W. Va.-Ky.-Ohio (12)**	120	76	19,482	15,946	925,088	389,557
Huntsville, Ala. (12)	138	150	5,943	6,351	397,877	312,511
Indianapolis (19)	22	16	310,843	206,898	4,651,271	4,004,891
Jackson, Mich. (5)	283	224	752	874	163,624	118,077
Jackson, Miss. (14)	90	93	11,735	12,869	632,918	705,217
Jacksonville, Fla. (23)**	62	288	77,954	66,119	2,089,695	1,840,188
Jhnsn Cty-Kngsprt-Brstl, Tenn.-Va. (20)	98	298	29,948	10,217	640,290	501,220
Johnstown, Pa. (11)**	191	208	18,401	16,926	194,875	244,203
Kalamazoo-Portage, Mich. (7)	135	103	4,337	6,665	523,047	358,987
Kansas City, Mo.-Kan. (20)	24	25	222,835	191,221	4,871,734	3,330,469
Killeen-Temple, Tex. (4)	188	112	0	0	298,803	230,985
Knoxville, Tenn. (14)	72	118	56,739	39,812	1,146,632	1,215,825
LaCrosse, Wis. (3)	178	148	6,316	6,546	256,552	166,685
Lafayette, La. (4)	189	106	322	794	372,605	360,848
Lafayette-West Lafayette, Ind. (3)	205	223	0	*	299,695	*
Lake Charles, La. (7)	196	336	2,420	802	389,633	363,370
Lakeland-Winter Haven, Fla. (12)**	143	382	11,484	10,637	521,408	405,108
Lancaster, Pa. (7)	134	183	17,307	15,949	794,114	870,635
Lansing-East Lansing, Mich. (8)	91	89	15,786	17,251	827,428	685,891
Las Vegas (15)**	66	67	19,628	64,600	1,342,926	801,392
Lawton, Okla. (4)	313	238	0	0	163,994	192,184
Lewiston-Auburn, Me. (5)	300	331	261	1,456	87,437	148,491
Lexington-Fayette, Ky. (10)	88	82	10,447	5,730	465,547	390,053
Lima, Ohio (9)	152	83	3,828	5,055	577,916	473,733
Lincoln, Neb. (7)	101	73	3,915	990	449,984	349,395
Little Rock-North Little Rock, Ark. (16)**	70	313	95,863	67,960	1,263,333	1,218,997
Long Branch-Asbury Park, N.J. (3)	284	119	0	0	235,241	227,882
Longview-Marshall, Tex. (8)	201	171	0	0	244,711	203,747
Lorain-Elyria, Ohio (5)	386	104	0	0	190,422	158,960
Los Angeles (48)	2	1	935,897	890,193	47,254,378	40,934,532
Louisville, Ky.-Ind. (17)**	38	58	190,889	139,796	2,707,297	2,280,079
Lubbock, Tex. (12)**	104	110	8,262	9,921	637,703	447,144
Lynchburg, Va. (8)	203	360	847	590	329,604	161,422
Macon, Ga. (10)	137	142	19,742	17,748	636,056	468,234
Madison, Wis. (8)	76	40	40,605	41,900	978,738	779,469
Manchester, N.H. (5)	187	230	31,893	14,100	444,920	385,902
Mansfield, Ohio (3)	236	107	1,100	1,263	282,542	265,290
McAllen-Pharr-Edinburg, Tex. (6)	185	384	0	0	285,152	270,950
Melbourne-Titusville-Cocoa, Fla. (11)	173	377	5,096	4,901	625,345	288,288
Memphis (16)	35	51	151,655	142,173	3,346,454	2,998,499
Miami (24)	19	74	234,033	197,978	6,526,505	6,807,533
Midland, Tex. (6)	250	190	0	0	212,885	482,866
Milwaukee (20)	23	22	216,512	193,138	4,155,518	3,498,703
Minneapolis-St. Paul (23)**	13	6	290,687	216,883	6,035,073	5,529,502
Mobile, Ala. (14)	92	378	37,358	42,258	1,244,017	1,220,563
Modesto, Calif. (8)**	133	212	2,717	3,886	1,190,158	816,609
Monroe, La. (6)	199	133	775	1,186	270,142	212,587
Montgomery, Ala. (12)	116	329	6,484	8,218	454,985	383,833
Mskgn-Mskgn Hts.-Nrtn Shres, Mich. (8)	208	182	942	2,216	66,596	102,263
Nashville (25)	33	383	139,395	127,495	3,043,753	2,750,850
Nassau-Suffolk, N.Y. (14)**	41	43	4,574	4,948	3,070,330	2,844,074
New Bedford, Mass. (4)	227	222	623	147	42,083	48,039
New Britain, Conn. (3)	204	207	0	775	725,375	739,082
New Haven-West Haven, Conn. (6)	86	120	0	1,391	1,061,361	957,763
New London-Norwich, Conn.-R.I. (6)	168	98	0	0	248,669	255,227
New Orleans (17)	30	27	152,775	127,794	3,385,440	3,067,542
New York (39)**	1	2	1,871,901	1,768,057	38,635,312	34,127,897
Newark, N.J. (9)	81	38	81,984	92,378	1,993,584	1,323,002
Newport News-Hampton, Va. (6)	186	365	1,114	1,340	644,897	517,906
Norfolk-Va. Beach-Portsmouth, Va. (15)	53	39	104,595	83,547	2,237,989	1,898,640

Local advertisers[3] 1978	Local advertisers[3] 1977	Value of trade-outs and barter transactions 1978	Value of trade-outs and barter transactions 1977	Total broadcast revenues[4] 1978	Total broadcast revenues[4] 1977	% change	Total broadcast expenses 1978	Total broadcast income 1978
1,366,779	1,016,412	46,495	23,415	1,725,468	1,191,272	44.8	1,611,701	113,767
7,893,200	6,465,996	822,829	391,381	9,218,925	8,038,234	14.7	9,290,688	−71,763
1,890,219	1,379,592	188,805	26,221	2,215,823	1,552,967	42.7	2,226,944	−11,121
1,525,549	1,514,411	38,171	18,891	1,723,248	1,592,140	8.2	1,689,417	33,831
5,770,107	5,205,850	370,274	238,779	6,322,133	5,682,463	11.3	5,360,864	961,269
6,523,430	5,530,692	419,556	309,455	8,250,071	6,937,448	18.9	7,504,366	745,705
1,567,775	1,357,675	33,329	22,566	1,675,705	1,507,601	11.2	1,474,789	200,916
1,351,177	1,123,550	46,011	58,285	1,473,174	1,238,677	18.9	1,358,208	114,966
568,538	634,048	34,502	40,162	743,319	800,896	−17.2	865,449	−122,130
2,699,146	2,333,754	138,913	55,390	3,048,561	2,598,297	17.3	2,836,455	212,106
2,373,831	*	31,514	*	2,730,025	*	—	2,263,548	466,477
8,073,092	6,850,249	285,075	213,820	8,676,118	7,418,393	17.0	7,803,924	872,194
1,737,115	1,399,337	16,450	13,683	2,001,485	1,602,896	24.9	1,894,902	106,583
658,976	*	1,164	*	774,030	*	—	731,853	42,177
2,389,393	1,978,487	31,822	26,064	2,779,686	2,332,611	19.2	2,568,428	211,258
8,990,158	8,080,940	196,762	208,945	9,666,591	8,765,702	10.3	8,535,405	1,131,186
6,512,332	5,837,127	155,535	147,347	7,588,831	6,887,686	10.2	6,532,522	1,056,309
1,953,975	1,463,714	131,072	87,353	2,750,432	2,359,314	16.6	3,384,951	−634,519
4,002,454	3,361,770	97,103	67,994	4,785,335	4,067,355	17.2	3,948,807	816,528
7,787,456	5,635,529	500,708	210,837	9,410,643	7,235,020	30.1	9,056,226	354,417
7,940,627	7,231,046	807,269	561,306	8,617,558	7,736,979	11.4	10,156,061	−1,538,503
32,640,603	27,063,820	1,392,182	1,213,929	36,817,317	30,961,789	18.9	26,904,761	9,912,556
2,898,124	2,722,947	170,834	66,375	3,590,411	2,961,770	21.2	2,980,492	609,919
2,735,307	2,739,828	92,808	52,526	2,993,696	2,927,741	2.3	2,792,862	200,834
18,111,901	14,288,526	828,674	609,137	18,415,871	16,208,413	13.6	14,384,908	4,030,963
1,080,344	1,013,349	57,404	55,519	1,180,755	1,072,629	10.1	1,100,459	80,296
4,452,801	3,673,965	100,873	124,683	4,936,592	4,244,446	16.3	4,481,108	455,484
6,384,176	5,074,750	481,224	416,427	7,873,915	6,192,409	23.9	8,242,021	−568,106
4,058,946	3,323,687	100,706	61,771	4,656,217	3,792,509	22.8	4,657,223	−1,006
1,981,441	1,821,058	68,387	45,257	2,136,171	2,055,003	3.9	2,024,093	112,078
2,804,224	1,773,166	150,305	93,269	3,113,642	2,024,096	53.8	2,763,974	349,668
15,600,616	11,561,804	929,619	558,242	17,570,212	12,964,202	35.5	14,883,896	2,686,314
1,736,799	1,599,057	34,876	19,654	2,048,718	1,826,714	12.2	1,740,203	308,315
5,521,626	4,601,701	3,450,164	110,108	6,277,806	5,462,159	14.9	5,986,419	291,387
1,839,029	1,550,177	3,863	8,413	2,256,237	1,864,792	21.0	2,046,663	209,574
1,758,032	2,012,189	24,079	25,801	2,042,883	2,253,982	−9.4	1,716,611	326,272
1,534,565	*	42,404	*	1,820,381	*	—	1,736,684	83,697
1,632,449	1,205,305	176,670	63,336	1,944,936	1,512,244	28.6	2,004,459	−59,523
2,421,253	1,933,485	117,360	64,640	2,840,169	2,278,258	24.7	3,267,978	−427,809
1,921,345	1,920,282	74,358	18,009	2,612,518	2,502,725	4.4	2,419,464	193,054
4,396,336	2,802,277	142,840	72,181	4,889,665	3,285,943	48.8	3,992,195	897,470
6,441,726	5,110,791	363,633	328,868	7,140,177	5,348,189	33.5	6,350,611	789,566
820,480	695,261	9,031		970,607	880,562	10.2	909,940	60,667
1,043,842	912,257	68,787	26,455	1,040,388	988,286	5.3	1,097,991	157,603
4,952,690	3,918,168	659,226	106,248	5,013,047	3,977,529	26.0	4,014,437	998,610
2,147,878	1,754,185	37,072	14,647	2,655,957	2,173,948	22.2	2,151,056	504,901
4,144,125	3,651,789	58,055	23,143	4,495,650	3,867,460	16.2	3,835,578	660,072
5,720,621	5,382,927	370,472	257,645	6,383,062	6,059,966	5.3	6,404,613	21,551
1,119,199	967,161	4,062		1,301,827	1,132,695	14.9	1,011,852	289,975
1,710,993	1,400,209	45,594	5,202	1,881,247	1,604,166	17.3	1,726,280	154,867
1,819,079	1,482,102	43,889	10,193	1,971,199	1,612,617	22.2	1,623,474	347,725
84,484,216	73,318,566	4,323,737	4,084,063	112,078,232	97,267,820	15.2	82,266,918	29,811,314
9,754,381	8,988,391	644,027	314,288	11,211,936	10,089,289	11.1	10,267,564	944,374
3,956,845	3,844,870	93,544	112,807	4,334,819	3,847,662	12.7	4,020,429	314,390
1,571,148	1,529,898	104,381	51,555	1,859,217	1,642,764	13.2	2,014,618	−155,401
2,445,788	2,169,998	47,419	44,390	2,993,986	2,565,842	16.7	2,773,829	220,157
4,950,611	4,071,125	183,396	109,211	5,714,111	4,718,423	21.1	4,377,410	1,336,701
2,262,732	1,882,348	98,575	54,964	2,536,763	2,139,196	18.6	2,468,419	68,344
1,128,829	935,378	379,900		1,468,875	1,266,837	15.9	1,142,630	326,245
1,882,387	1,928,537	10,886	11,926	2,084,872	2,089,791	−1.2	2,197,551	−112,679
1,754,045	1,509,369	142,044	40,769	2,311,081	1,735,411	33.2	2,608,907	−297,846
10,243,957	8,789,742	491,544	357,058	11,815,884	10,319,835	14.5	10,766,946	1,048,938
19,759,485	17,579,327	1,069,678	1,308,734	22,893,740	20,958,451	9.2	22,256,079	637,661
1,254,306	717,453	248,132	1,902	1,398,740	1,154,928	21.1	1,271,383	127,357
15,893,469	12,789,170	1,096,880	696,565	18,305,944	14,524,131	26.0	15,171,925	3,134,019
23,165,070	19,453,523	638,652	606,502	27,309,988	23,592,309	15.8	19,414,798	7,895,190
3,941,936	2,769,039	291,602	183,843	4,870,496	3,851,187	26.5	5,154,204	−283,708
2,208,776	1,874,808	229,089	142,400	3,196,914	2,557,535	25.0	3,093,032	103,882
1,821,860	1,288,080	31,074	5,892	1,913,625	1,400,014	36.7	1,664,263	249,362
3,559,935	2,635,575	101,459	40,637	3,859,214	2,888,145	33.6	3,909,250	−50,036
1,767,854	1,465,008	44,428	30,249	1,769,563	1,501,853	17.8	1,601,586	167,977
10,455,655	8,509,423	458,717	212,287	12,974,283	10,181,872	19.6	12,703,517	−529,234
7,816,867	6,832,162	487,563	355,497	9,765,044	8,733,041	11.8	8,564,788	1,200,256
1,581,992	1,144,840	28,606		1,580,658	1,161,036	36.1	1,495,845	84,813
1,358,195	1,248,307	77,331		1,839,314	1,683,224	9.3	1,728,827	110,487
4,477,586	3,922,220	598,734	260,353	5,084,394	4,469,281	13.8	4,805,172	279,222
2,174,281	1,770,399	18,098	35,082	2,371,860	1,945,339	21.9	1,938,074	433,786
12,492,440	10,374,123	662,806	271,875	14,061,500	11,859,593	18.6	12,079,001	1,982,499
91,707,478	78,365,631	7,544,349	4,674,226	112,815,750	96,334,599	17.1	90,579,724	22,236,026
6,530,782	5,442,397	845,841	634,483	7,836,673	6,251,694	25.4	6,414,989	1,421,684
2,134,563	1,751,340	183,600	92,264	2,521,480	2,211,351	14.0	2,684,941	−163,461
7,066,817	5,823,209	559,544	336,093	8,550,474	6,754,841	26.6	7,179,450	1,371,024

Metropolitan areas (number of stations[1] reporting in parentheses)	Revenue rank	Profit rank	Time sales[2] Network 1978	Network 1977	National and regional advertisers[3] 1978	National and regional advertisers[3] 1977
Northeast Pennsylvania (20)	98	138	71,171	56,146	1,151,228	1,017,534
Odessa, Tex. (6)	231	201	0	0	314,235	164,982
Oklahoma City (19)	37	72	86,889	35,903	2,480,910	2,310,571
Omaha (9)**	63	47	130,865	110,371	2,117,870	2,078,951
Orlando, Fla. (15)	84	83	36,078	29,253	1,890,257	1,753,486
Oxnard-Simi Valley-Ventura, Calif. (12)	108	198	58,875	36,585	685,887	617,622
Panama City, Fla. (4)	259	380	206	*	216,929	*
Parkersburg-Marietta, W.Va.-Ohio (9)	159	278	0	2,076	207,739	216,691
Pascagoula-Moss Point, Miss. (5)	361	253	0	0	246,102	13,327
Pensacola, Fla. (11)	123	88	11,500	14,826	330,817	239,430
Peoria, Ill. (10)	103	115	13,747	18,601	1,180,698	1,058,152
Ptrsbrg-Clnl Hts-Hpwll, Va. (4)	286	242	0	0	155,713	141,072
Philadelphia (32)	7	12	720,422	544,014	15,987,754	16,297,609
Phoenix, Ariz. (26)**	26	48	160,344	134,497	6,032,525	5,156,592
Pine Bluff, Ark. (5)	311	279	0	0	73,813	83,215
Pittsburgh (31)	17	29	304,835	227,784	8,533,409	7,897,069
Pittsfield, Mass. (4)	291	266	1,827	3,249	75,841	86,391
Portland, Me. (8)**	142	197	29,866	26,319	682,968	655,644
Portland, Ore.-Wash. (22)	25	30	183,394	129,126	6,452,022	5,112,998
Poughkeepsie, N.Y. (5)	177	284	0	0	284,731	220,741
Prvdnce-Wrwck-Pwtckt, R.I.-Mass. (17)	81	97	97,290	120,404	2,942,318	2,603,948
Provo-Orem, Utah (5)**	274	308	0	0	110,489	75,694
Pueblo, Colo. (9)	256	379	0	0	249,875	304,966
Racine, Wis. (3)	253	141	7,465	0	242,071	172,356
Raleigh-Durham, N.C. (17)	57	60	86,652	85,199	1,939,981	1,797,815
Rapid City, S.D. (8)	171	114	4,338	11,326	209,919	153,625
Reading, Pa. (5)	151	116	12,316	12,366	221,051	318,016
Reno (8)**	134	77	23,505	14,992	619,750	377,009
Richland-Kennewick-Pasco, Wash. (8)**	174	99	0	0	391,413	250,308
Richmond, Va. (15)	50	44	122,224	126,740	2,402,944	1,969,140
Rvrside-San Brndrno-Ontrio, Calif. (29)	60	293	140,311	154,341	1,765,051	1,576,008
Roanoke, Va. (8)	130	80	30,032	24,478	729,821	654,056
Rochester, Minn. (6)	210	252	0	800	250,371	187,760
Rochester, N.Y. (15)**	47	31	219,030	217,875	2,361,631	1,908,610
Rockford, Ill. (8)	119	158	8,687	11,118	424,218	334,520
Sacramento, Calif. (19)**	44	41	126,244	180,748	3,905,724	4,223,551
Saginaw, Mich. (6)**	178	189	6,893	9,892	351,897	225,056
Salem, Ore. (5)	288	337	0	0	305,866	196,368
Salinas-Seaside-Monterey, Calif. (13)	129	363	8,311	10,173	926,035	534,565
Salt Lake City-Ogden, Utah (22)	34	28	136,738	44,725	2,481,871	2,109,400
San Angelo, Tex. (6)	243	300	0	5,340	222,289	108,801
San Antonio, Tex. (22)**	27	17	116,341	91,898	4,656,676	3,809,127
San Diego (23)	20	21	120,461	118,260	8,347,773	5,947,892
San Francisco-Oakland (30)	4	8	368,931	472,448	24,170,045	20,606,063
San Jose, Calif. (14)	32	24	0	0	2,980,149	2,309,343
Snta Brbra-Snta Mria-Lmpc, Calif. (13)	131	130	29,906	23,802	557,956	548,174
Santa Cruz, Calif. (3)	363	319	4,207	4,207	111,530	79,190
Santa Rosa, Calif. (6)	198	188	0	1,209	248,417	222,974
Sarasota, Fla. (5)	215	343	1,263	0	135,069	504,098
Savannah, Ga. (10)	147	370	16,138	11,924	412,891	341,865
Seattle-Everett, Wash. (29)**	16	14	313,736	293,233	8,081,411	7,012,128
Sherman-Denison, Tex. (4)	333	336	0	0	147,150	114,807
Shreveport, La. (15)	78	318	42,302	24,429	1,129,067	1,101,168
Sioux City, Iowa (6)	194	179	1,170	1,210	303,535	279,795
Sioux Falls, S.D. (7)**	183	109	2,988	2,953	538,721	478,841
South Bend, Ind. (8)**	148	126	10,116	14,929	473,576	356,259
Spokane, Wash. (12)	82	86	32,392	34,136	1,382,896	1,261,062
Springfield, Ill. (5)	125	70	5,327	8,502	522,264	472,752
Springfield, Mo. (8)	109	89	22,369	18,255	496,791	436,859
Springfield, Ohio (3)	275	199	2,194	1222	34,195	36,936
Spmgfld-Chcpee-Hlyke, Mass. (12)**	84	362	3,792	15,484	1,491,447	1,149,780
St. Cloud, Minn. (7)	128	81	0	631	342,909	271,850
St. Joseph, Mo. (3)	222	136	19,442	12,405	387,590	337,402
St. Louis, Mo.-Ill. (31)**	11	11	211,304	237,668	9,777,582	9,668,231
Steubenville-Weirton, Ohio-W. Va. (3)	280	184	1,852	4,510	335,635	300,062
Stockton, Calif. (6)	200	143	0	0	529,429	375,972
Syracuse, N.Y. (15)	89	189	97,366	85,170	1,569,313	1,555,749
Tacoma, Wash. (8)**	139	113	0	0	616,340	544,165
Tallahassee, Fla. (7)	226	360	24,846	17,391	432,193	406,388
Tampa-St. Petersburg, Fla. (26)**	31	32	182,687	195,936	4,182,038	3,774,755
Terre-Haute, Ind. (9)	202	361	8,547	9,008	320,443	206,044
Texarkana, Tex.-Ark. (7)	252	128	442	2,539	194,226	168,810
Toledo, Ohio-Mich. (17)	48	33	52,054	26,816	1,500,416	1,140,179
Topeka, Kan. (7)	124	154	18,236	18,388	792,983	651,829
Trenton, N.J. (7)	165	174	2,253	3,901	198,182	232,575
Tucson, Ariz. (11)	85	94	8,802	19,038	2,109,376	1,743,188
Tulsa, Okla. (15)	69	78	24,738	13,727	1,142,215	1,227,859
Tuscaloosa, Ala. (6)	229	231	1,685	1,982	240,426	167,038
Tyler, Tex. (5)**	224	232	0	0	184,638	185,042
Utica-Rome, N.Y. (10)**	140	344	33,707	41,838	477,594	312,527
Vallejo-Fairfield-Napa, Calif. (4)	354	188	0	0	258,267	78,814
Vineland-Millville-Bridgeton, N.J. (3)	348	389	1,430	0	85,514	81,019

Local advertisers[3] 1978	1977	Value of trade-outs and barter transactions 1978	1977	Total broadcast revenues[4] 1978	1977	% change	Total broadcast expenses 1978	Total broadcast income 1978
5,847,943	4,889,893	478,274	316,177	6,538,140	5,863,510	15.5	6,304,920	233,220
1,292,535	1,046,868	54,786	48,019	1,516,786	1,159,255	30.8	1,398,876	117,910
9,778,443	7,705,741	513,901	208,625	11,375,260	9,030,858	26.0	10,714,160	661,100
6,402,892	4,908,924	307,673	169,573	7,854,959	6,115,414	28.2	6,546,953	1,108,006
7,430,202	6,231,673	1,234,345	570,833	8,491,416	7,146,481	18.8	7,843,294	648,122
3,520,544	2,909,530	422,504	255,549	4,070,493	3,394,092	19.9	3,944,852	125,641
1,143,211	*	102,524	*	1,314,971	*	—	1,419,041	−104,070
2,359,506	2,068,406	70,899	40,713	2,509,631	2,227,040	12.7	2,488,466	21,165
357,035	540,491	5,451		596,751	548,483	8.8	556,944	39,807
3,282,335	2,982,379	82,792	57,829	3,542,997	3,110,968	13.9	3,067,835	475,162
3,668,968	3,034,592	175,596	109,045	4,483,443	3,807,448	17.8	4,188,089	295,374
992,580	775,445	91,313	47,207	1,146,740	896,737	27.9	1,091,483	55,257
34,542,003	31,080,202	2,758,531	1,839,852	44,023,535	40,875,087	7.7	38,355,813	5,667,722
11,805,185	10,568,744	1,206,573	857,361	15,853,535	13,882,206	14.2	14,752,154	1,101,381
933,423	700,142	31,581	21,180	984,258	757,579	29.9	963,131	21,127
18,818,824	18,327,660	1,864,894	1,090,794	24,312,030	21,463,936	13.3	22,526,701	1,785,329
1,089,473	881,524	4,831	0	1,126,413	933,936	20.9	1,097,709	28,704
2,377,789	2,055,007	155,721	96,764	2,841,824	2,504,035	13.5	2,718,241	123,383
13,363,617	10,180,349	806,813	631,076	17,029,823	13,217,702	28.8	15,238,513	1,701,110
1,978,240	1,576,818	292,778	183,554	2,223,474	1,767,527	25.8	2,210,219	13,255
6,612,795	5,754,285	889,302	407,946	8,660,984	7,526,095	15.1	8,252,044	408,940
1,187,823	941,848	54,539	41,821	1,225,253	956,945	28.0	1,239,922	−14,669
1,213,892	1,251,297	65,896	44,482	1,349,203	1,377,525	−2.1	1,878,417	−329,214
1,186,601	951,322	48,390	0	1,367,174	1,077,224	26.9	1,146,608	220,566
7,193,116	6,200,760	270,134	207,870	8,333,321	7,403,281	12.6	7,458,599	874,722
2,157,926	*	41,883	25,870	2,354,075	*	—	2,056,104	297,971
2,512,520	1,977,312	20,024	14,433	2,872,114	2,218,760	20.4	2,378,470	294,644
2,884,040	2,258,050	160,779	87,749	3,189,701	2,444,423	30.5	2,607,975	581,726
2,046,102	1,753,209	37,797	37,729	2,281,828	1,861,880	22.6	1,922,138	359,690
7,317,036	6,854,716	453,336	339,745	8,663,351	7,947,316	9.0	7,472,868	1,190,683
6,692,735	5,340,443	639,815	468,163	7,952,953	6,486,764	22.6	7,950,706	2,247
2,749,503	2,777,950	101,445	4,390	3,241,960	3,202,886	1.2	2,883,272	558,688
1,549,849	1,261,545	31,123	5,400	1,780,096	1,394,008	26.3	1,719,140	40,956
7,824,596	7,182,010	370,367	308,299	9,058,862	8,223,824	10.2	7,382,709	1,877,153
3,404,617	3,078,222	115,229	71,779	3,883,434	3,298,231	11.1	3,476,774	186,660
6,868,618	6,868,075	473,387	519,526	9,233,862	9,614,424	−4.0	7,948,040	1,285,822
2,084,133	1,499,252	114,523	61,109	2,229,975	1,598,159	39.5	2,102,187	127,788
1,158,358	989,007	17,286	36,266	1,337,828	1,114,550	20.0	1,398,015	−60,187
2,585,922	2,187,374	218,589	132,452	3,275,067	2,542,691	28.8	3,436,527	161,460
10,577,906	7,996,325	1,154,392	680,518	12,113,781	9,253,667	30.9	10,269,986	1,845,729
1,258,525	1,065,894	36,282	39,837	1,441,263	1,158,889	24.4	1,445,158	−3,895
12,593,272	10,221,813	877,870	831,360	15,394,857	12,567,204	22.5	11,937,584	3,457,293
16,944,668	12,664,964	1,093,253	540,676	21,378,040	15,888,779	34.6	18,237,980	3,140,060
48,199,063	36,626,109	3,251,749	2,470,035	59,158,514	50,224,685	17.8	52,175,680	6,982,834
12,279,100	9,595,771	903,543	493,548	13,224,045	10,479,255	26.2	10,505,215	2,718,830
2,863,729	2,522,263	122,024	138,839	3,228,504	2,949,485	9.5	2,972,353	256,151
582,898	347,030	32,217	5,445	680,310	433,086	57.1	709,748	−29,438
1,703,245	1,507,054	39,897	29,449	1,919,643	1,689,382	13.8	1,786,416	133,227
1,739,866	1,571,692	125,199	162,052	1,733,180	1,944,659	−10.9	1,809,209	−76,029
2,373,828	2,107,622	192,563	92,276	2,732,315	2,368,292	15.4	2,915,304	−182,989
22,290,813	18,389,275	1,393,929	932,304	26,479,397	22,227,307	19.1	218,585,559	4,593,838
646,135	608,842	8,748	3,096	794,516	722,780	9.9	854,514	−59,998
4,852,927	3,732,963	272,085	148,848	5,814,780	4,505,801	24.8	5,841,553	−26,773
1,778,434	1,638,892	40,994	26,898	2,000,629	1,853,669	7.9	1,858,506	142,123
2,042,982	1,513,577	44,556	7,921	2,442,354	1,951,150	25.2	2,126,584	315,770
2,524,106	2,135,977	74,996	25,623	2,750,299	2,275,380	20.9	2,482,666	267,633
4,596,100	3,787,203	291,317	264,663	5,263,830	4,490,016	17.7	4,793,317	490,513
3,025,950	2,459,236	104,311	34,323	3,407,040	2,814,825	21.0	2,669,978	737,064
3,730,361	3,244,399	126,784	34,553	4,032,784	3,519,964	14.6	3,562,021	470,763
1,257,548	1,120,178	13,910		1,220,940	1,093,595	11.6	1,098,428	122,512
4,192,405	3,460,968	855,551	125,864	5,111,880	4,108,167	24.4	5,272,896	−161,016
2,998,344	2,418,030	21,581	5,995	3,297,633	2,648,167	24.6	2,771,011	526,622
1,407,845	1,094,040	58,699	44,165	1,883,483	1,326,133	26.9	1,446,103	237,380
23,987,574	20,194,290	1,402,990	1,108,683	29,260,814	26,357,229	11.1	23,336,665	5,942,149
927,552	790,933	60,453	39,790	1,200,675	1,059,483	13.3	1,036,801	163,874
1,821,411	1,344,874	110,414	64,517	1,913,619	1,553,118	23.2	1,697,232	216,387
5,514,266	5,403,747	1,234,190	309,298	6,499,478	6,221,816	4.5	6,318,404	181,072
2,687,507	1,966,874	102,511	75,019	2,969,573	2,283,469	30.0	2,863,511	306,062
1,191,758	1,145,899	91,107	40,664	1,581,873	1,482,481	6.7	1,926,837	−345,164
11,552,459	9,571,906	660,765	459,027	13,848,821	11,860,303	16.8	12,175,241	1,673,380
1,700,069	1,393,010	142,447	66,396	1,876,469	1,540,890	21.8	2,032,290	155,821
1,208,085	929,686	15,184	410,960	1,369,033	1,072,490	27.6	1,106,174	262,859
8,598,578	7,205,894	399,870	221,058	9,034,083	7,430,215	21.6	7,451,676	1,582,407
2,977,549	2,858,738	160,481	108,354	3,486,696	3,048,009	14.5	3,296,066	190,630
2,269,790	2,192,304	281,714	285,851	2,410,980	2,326,120	3.6	2,258,779	152,201
3,603,901	3,574,262	310,526	371,708	5,084,591	4,772,492	6.5	4,641,983	442,608
7,817,809	6,823,628	304,882	212,319	7,981,552	7,162,858	11.4	7,411,075	570,477
1,312,472	1,141,839	55,936	49,547	1,541,312	1,321,531	16.6	1,474,831	66,481
1,503,897	1,477,096	5,481	8,065	1,655,997	1,589,150	4.2	1,589,580	66,417
2,545,959	2,394,910	134,157	107,378	2,872,035	2,802,733	10.3	2,953,842	−81,807
1,158,513	413,122	57,377		1,360,800	470,806	189.0	1,175,128	185,672
654,813	678,200	51,732	52,486	723,898	753,982	−4.0	874,869	−150,971

Metropolitan areas (number of stations[1] reporting in parentheses)	Revenue rank	Profit rank	Time sales[2]			
			Network		National and regional advertisers[3]	
			1978	1977	1978	1977
Waco, Tex. (6)**	281	388	129	2,147	190,803	541,937
Washington, D.C.-Md.-Va. (32)	6	9	428,383	333,315	12,448,276	12,265,950
Waterbury, Conn. (6)**	197	347	10,363	33,112	301,140	322,529
Waterloo-Cedar Falls, Iowa (5)	188	84	1,818	2,061	529,483	672,623
West Palm Beach-Boca Raton, Fla. (16)	80	373	12,558	13,798	1,233,141	1,053,360
Wheeling, W. Va.-Ohio (9)	114	87	52,432	40,800	1,041,529	990,646
Wichita, Kan. (9)	86	39	48,318	38,196	976,321	754,184
Wichita Falls, Tex. (6)	207	244	4,181	8,240	470,560	360,766
Williamsport, Pa. (4)	220	215	5,409	7,382	85,706	124,811
Wilmington, Del.-N.J.-Md. (7)**	111	85	13,755	17,225	327,389	324,979
Wilmington, N.C. (8)**	242	338	1,098	1,727	245,441	200,485
Worcester, Mass. (6)	122	388	32,897	42,548	951,138	874,179
Yakima, Wash. (8)	162	220	4,962	6,536	579,050	512,886
York, Pa. (7)	97	84	10,022	9,946	510,878	543,211
Youngstown, Ohio (9)	100	122	26,364	24,536	949,977	963,594
Nonmetro areas with three or more stations						
Fairbanks, Alaska (3)	389	340	0		102,593	122,198
Decatur, Ala. (4)	308	239	0	0	25,784	51,218
Dothan, Ala. (4)	287	243	0	0	103,894	39,249
Selma, Ala. (5)**	339	298	0	0	69,456	58,659
Hot Springs, Ark. (5)**	323	218	1,471	2,359	162,610	136,215
Jonesboro, Ark. (3)	388	221	0	0	111,122	82,259
Flagstaff, Ariz. (4)	317	326	98	0	169,588	112,019
Yuma, Ariz. (3)	321	276	13,894	14,000	134,129	77,560
Chico, Calif. (3)	248	129	2,346	3,690	321,214	243,106
Merced, Calif. (3)	363	305	0	*	116,394	*
Redding, Calif. (5)	211	177	2,360	3,326	251,916	134,485
San Luis Obispo, Calif. (5)	237	337	737	777	207,752	127,766
South Lake Tahoe, Calif. (4)	289	219	0	0	356,108	204,720
Tulare, Calif. (3)	271	238	0	0	37,836	29,466
Grand Junction, Colo. (5)	247	248	21,916	20,639	144,047	120,601
Leesburg, Fla. (3)**	334	374	0	*	18,472	*
Ocala, Fla. (5)	238	181	0	0	231,312	151,813
Vero Beach, Fla. (3)	367	256	223	223	24,912	23,293
Athens, Ga. (5)	266	283	1,891	2,858	315,329	242,423
Brunswick, Ga. (3)	384	342	380	1,837	60,408	92,557
Dalton, Ga. (3)	388	181	0	0	86,409	83,120
Gainesville, Ga. (4)	273	210	1,386	2,200	168,252	126,044
Griffin, Ga. (3)	362	247	0	39	51,888	51,257
Rome, Ga. (5)	266	304	2,268	2,821	196,760	138,908
Thomasville, Ga. (3)	367	227	2,091	*	16,506	*
Valdosta, Ga. (5)	352	309	0	0	119,251	160,565
Waycross, Ga. (3)	370	289	1,023	*	61,909	*
Hilo, Hawaii (3)**	350	284	0	0	12,768	22,090
Fort Dodge, Iowa (3)	345	183	17,066	*	456,362	*
Iowa City (4)	298	266	0	*	96,893	*
Mason City, Iowa (3)	251	194	3,216	4,288	306,704	232,541
Idaho Falls, Idaho (4)	248	147	55,871	43,956	284,100	228,807
Nampa, Idaho (4)	301	291	19,457	*	99,531	*
Pocatello, Idaho (4)**	284	317	37,095	650	130,815	297,258
Twin Falls, Idaho (4)	230	245	70,869	62,897	150,037	96,957
Danville, Ill. (3)	288	257	1,394	2,200	42,533	22,723
Crawfordsville, Ind. (3)	367	271	0	*	46,873	*
Hutchinson, Kan. (4)	270	229	435	451	77,331	59,177
Salina, Kan. (5)	180	234	1,061	981	184,660	1,182,925
Bowling Green, Ky. (4)	318	188	1,800	2,189	127,512	133,101
Paducah, Ky. (4)	276	198	2,631	3,732	171,898	175,237
Cumberland, Md. (3)	338	346	1,970	2,499	35,865	25,150
Salisbury, Md. (4)	240	170	2,750	4,275	355,290	285,688
Bangor, Me. (5)	241	187	4,075	9,233	223,617	177,383
Presque Isle, Me. (3)	371	281	1,098	1,135	96,595	90,324
Cadillac, Mich. (3)	365	240	3,152	6,110	100,674	90,246
Escanaba, Mich. (4)	331	381	2,241	*	99,669	*
Marquette, Mich. (3)	372	285	0	0	124,888	112,167
Traverse City, Mich. (4)	228	160	350	450	500,634	232,220
Brainerd, Minn. (3)**	335	315	0	*	55,331	*
Cape Girardeau, Mo. (3)	344	289	0	0	98,990	112,835
Jefferson City, Mo. (3)	296	208	10,993	9,041	112,364	97,420
Joplin, Mo. (6)	268	132	1,100	1,650	237,732	231,359
Poplar Bluff, Mo. (3)	349	321	13,938	9,550	144,708	93,717
Columbus, Miss. (4)	379	302	0	0	72,160	73,576
Corinth, Miss. (3)**	384	282	0	0	17,899	19,221
Greenville, Miss. (4)	369	283	0	0	38,475	26,895
Greenwood, Miss. (3)	363	267	671	843	31,829	31,877
Hattiesburg, Miss. (8)	294	172	0	526	42,050	39,672
Laurel, Miss. (3)	325	296	1,410	827	15,053	31,059
McComb, Miss. (3)	378	288	0	0	22,653	20,377
Meridian, Miss. (5)	344	277	5,504	413	231,384	198,978
Tupelo, Miss. (3)	340	316	0	*	138,178	*
Vicksburg, Miss. (4)	364	320	0	0	27,683	65,045
Bozeman, Mont. (3)	272	217	0	0	92,042	58,651
Helena, Mont. (4)	299	290	821	2,186	46,592	37,508

Local advertisers[3] 1978	Local advertisers[3] 1977	Value of trade-outs and barter transactions 1978	Value of trade-outs and barter transactions 1977	Total broadcast revenues[4] 1978	Total broadcast revenues[4] 1977	% change	Total broadcast expenses 1978	Total broadcast income 1978
1,241,910	1,303,456	9,485	10,598	1,395,010	1,780,658	-21.7	1,574,397	-179,387
40,070,769	34,303,911	1,324,185	1,278,890	45,601,037	40,334,197	13.1	38,906,291	6,694,746
1,816,855	1,511,950	107,575	79,057	1,942,228	1,768,719	9.8	2,031,809	-89,581
2,085,047	1,766,506	54,305	67,810	2,563,700	2,410,854	6.3	2,063,340	500,360
4,800,334	3,855,941	414,570	273,738	5,519,032	4,448,734	24.1	5,740,864	-221,832
2,455,427	2,142,546	55,284	60,087	3,900,021	3,515,512	10.9	2,972,261	927,400
7,419,784	6,295,317	278,270	177,314	8,389,537	7,123,273	17.8	7,022,568	1,366,969
1,335,549	1,287,404	29,422	1,326	1,776,319	1,628,522	9.1	1,723,239	53,080
1,554,833	1,358,793	144,165	13,989	1,686,409	1,465,470	15.1	1,584,917	101,492
3,752,935	3,314,647	269,842	108,197	3,941,828	3,519,782	12.1	2,987,131	954,697
1,151,650	961,045	107,594	59,785	1,442,416	1,201,079	20.1	1,508,980	-66,564
3,132,253	2,583,777	302,097	110,149	3,575,509	3,067,165	16.6	3,688,986	-113,477
2,010,669	1,738,371	82,359	43,510	2,461,465	2,176,420	13.1	2,375,501	85,964
4,426,876	3,653,892	268,005	164,326	4,675,079	3,964,290	17.9	3,715,980	959,099
3,854,313	3,498,930	62,221	63,401	4,542,458	4,215,879	7.7	4,270,203	272,255
1,071,192	1,303,049	68,164	44,616	1,133,990	1,379,299	-17.8	1,204,951	-70,961
959,505	784,673	18,068	17,792	1,004,345	842,845	19.2	946,790	57,555
1,059,698	739,177	41,013		1,144,529	764,868	49.6	1,089,510	55,019
701,917	555,242	3,805		771,431	600,762	28.4	770,403	1,028
734,798	636,179	30,417	4,298	873,914	758,346	15.2	773,326	100,588
545,068	457,992	12,078		645,718	534,112	20.9	560,047	85,671
756,730	614,097	49,331	6,368	951,672	710,573	33.9	992,886	-41,214
805,845	761,844	37,205		918,417	830,046	10.6	895,007	23,410
1,190,573	1,135,881	28,812		1,433,666	1,319,328	8.7	1,173,389	260,277
550,798	*	38,281	*	592,547	*	—	603,029	-10,482
1,553,458	1,075,932	13,449	24,304	1,758,384	1,180,017	49.0	1,608,971	149,413
1,168,650	1,007,385	73,282	58,713	1,467,161	1,222,639	20.0	1,510,252	-43,091
943,275	739,666	28,905		1,252,581	916,658	36.6	1,162,828	89,753
1,249,692	804,985	348,776		1,249,671	816,000	53.2	1,190,987	58,884
1,215,925	1,029,433	56,799	49,090	1,421,255	1,152,559	23.3	1,374,547	46,708
911,409	*	116,922	*	873,710	*	—	1,112,230	-238,520
1,264,202	1,067,971	52,311	53,066	1,470,459	1,199,585	22.6	1,329,625	140,834
584,133	465,832	12,564		613,093	498,327	23.5	584,786	29,307
958,655	823,444	3,291	0	1,275,237	1,067,197	19.5	1,261,903	13,334
612,937	588,204	8,390	20,831	674,464	671,030	0.5	747,669	-73,023
540,873	499,131	2,529	4,954	627,282	582,251	7.7	454,759	172,523
1,015,801	859,941	5,331	1,644	1,228,302	1,029,754	19.3	1,123,132	105,170
538,910	482,686	6,038	7,621	593,863	532,614	11.5	546,196	47,667
1,085,992	798,555	43,282	49,389	1,271,992	933,860	36.2	1,280,902	-8,910
431,100	*	0	*	444,080	*	—	366,259	77,821
567,218	707,059	554	3,218	680,327	861,710	-21.0	695,182	-14,855
493,908	*	14,532	*	550,730	*	—	523,510	27,220
933,259	648,740	55,710	79,051	816,574	651,353	25.4	786,017	30,857
984,881	*	40,493	*	1,437,288	*	—	1,273,086	184,202
982,421	*	23,015	*	1,058,087	*	—	1,021,435	36,652
1,072,876	858,331	22,986	13,376	1,309,191	1,048,588	24.9	1,183,202	125,989
1,129,762	1,144,961	27,386	40,479	1,417,424	1,375,548	3.0	1,207,655	209,769
986,160	*	37,988	*	1,034,579	*	—	1,031,614	2,965
1,078,950	687,312	4,870		1,175,909	941,311	24.9	1,201,862	-25,953
1,323,211	1,128,048	46,211	31,274	1,528,498	1,280,236	19.4	1,477,127	51,371
1,121,110	866,008	10,826		1,136,865	878,809	29.4	1,101,929	34,936
484,361	*	23,601	*	568,091	*	—	541,248	26,843
1,096,315	932,355	26,131		1,251,052	1,009,252	24.0	1,180,568	70,484
1,991,278	1,422,223	41,814	78,174	2,146,042	2,552,153	-15.9	2,083,730	62,312
810,000	762,403	17,558	16,692	937,061	881,306	6.3	802,986	134,075
1,087,871	1,006,989	18,758	18,481	1,218,584	1,141,210	6.8	1,095,325	123,239
750,426	667,875	15,623	11,107	781,940	688,083	13.6	869,378	-87,430
1,139,308	1,056,953	28,723	12,635	1,455,763	1,322,093	10.1	1,297,270	158,493
1,320,583	1,088,729	30,410	27,242	1,450,390	1,205,241	20.3	1,319,866	130,524
461,252	434,039	1,013		548,139	498,990	9.8	527,787	20,352
503,575	427,748	3,896		578,487	503,039	15.0	520,954	57,533
689,226	*	22,748	*	799,067	*	—	906,590	-107,523
432,141	390,693	34,951		543,281	491,083	10.6	531,672	11,609
1,309,276	1,106,780	4,053		1,582,801	1,303,270	19.9	1,388,715	173,886
729,499	*	6,051	*	790,963	*	—	814,356	-23,393
664,357	741,358	25,673	0	735,247	831,594	-11.8	729,368	5,879
926,975	739,136	2,317		1,057,593	835,221	26.6	950,003	107,590
1,006,355	909,435	45,042	38,598	1,254,614	1,117,453	12.3	1,005,602	249,012
537,916	1,005,602	0	0	689,318	489,233	40.9	719,802	-30,484
380,251	421,794	11,385	7,740	456,445	489,397	-6.7	462,309	-5,864
301,375	319,729	0	0	332,232	337,553	-1.6	313,665	18,567
519,723	527,113	4,971	0	553,378	543,815	1.8	521,289	32,089
348,195	324,815	0	0	383,891	355,605	8.0	356,086	27,805
1,018,775	862,202	11,704	9,507	1,059,637	898,812	17.9	905,233	154,404
648,161	710,833	0	0	673,433	750,508	10.4	872,415	1,018
450,929	402,937	0	0	469,982	420,060	11.9	440,421	29,541
1,244,973	1,199,364	91,494	108,814	1,438,426	1,368,517	5.1	1,415,924	22,502
608,344	*	6,426	*	767,243	*	—	791,155	-23,912
583,564	477,039	7,433		562,924	537,235	5.5	612,460	-29,536
1,151,675	996,713	2,767	5,049	1,232,607	1,037,189	18.9	1,134,662	97,945
971,103	637,127	8,334	11,349	1,040,624	825,896	26.0	1,037,414	3,210

Metropolitan areas (number of stations[1] reporting in parentheses)	Revenue rank	Profit rank	Time sales[2] Network 1978	Network 1977	National and regional advertisers[3] 1978	National and regional advertisers[3] 1977
Kalispell, Mont. (3)	312	121	0	0	108,185	87,797
Missoula, Mont. (5)	214	185	31,982	25,274	86,119	49,867
Goldsboro, N.C. (5)	316	284	35,877	21,928	39,657	50,119
Greenville, N.C. (4)	347	328	646	3,242	272,192	197,360
Hickory, N.C. (3)	255	183	748	730	85,099	82,556
Jacksonville, N.C. (4)**	304	280	0	0	154,549	122,749
Kinston, N.C. (4)	306	303	1,853	1,720	130,115	134,868
New Bern, N.C. (3)	374	371	0	0	81,574	36,828
Rocky Mount, N.C. (4)**	341	292	323	327	54,088	60,666
Wilson, N.C. (4)	358	325	1,175	255	84,459	71,938
Bismarck, N.D. (5)	187	126	4,819	6,100	403,674	283,453
Minot, N.D. (5)	219	324	349	367	80,273	61,091
Scottsbluff, Neb. (3)	305	193	13,705	*	106,593	*
Clovis, N.M. (4)	351	366	0	0	41,869	28,831
Farmington, N.M. (4)	255	123	19,155	11,357	215,765	194,832
Hobbs, N.M. (3)**	362	358	0	*	71,206	*
Las Cruces, N.M. (3)	327	241	0	0	133,210	88,642
Roswell, N.M. (4)	337	348	0	0	121,018	89,317
Santa Fe, N.M. (4)	314	144	0	0	205,982	183,993
Ithaca, N.Y. (4)	238	200	1,781	2,515	272,054	240,490
Plattsburgh, N.Y. (4)	326	299	2,567	*	97,229	*
Watertown, N.Y. (4)	303	334	2,904	4,889	291,741	288,287
Chillicothe, Ohio (4)**	377	249	0	0	121,885	92,742
Ardmore, Okla. (3)	368	228	0	0	60,101	35,192
Bend, Ore. (3)	281	214	0	0	156,842	136,999
Klamath Falls, Ore. (3)	307	191	1,238	2,093	164,931	130,119
Medford, Ore. (6)	212	353	32,163	9,065	209,160	217,307
Roseburg, Ore. (4)	309	180	1,802	2,753	114,213	90,675
The Dalles, Ore. (3)	378	280	0	0	77,854	63,653
Florence, S.C. (3)	328	218	1,580	1,098	99,913	101,571
Greenwood, S.C. (3)	360	282	683	950	90,848	68,719
Orangeburg, S.C. (4)	350	346	0	0	117,763	96,866
Sumter, S.C. (4)	302	237	0	0	415,962	285,338
Aberdeen, S.D. (3)	316	228	0	0	123,443	122,173
Watertown, S.D. (4)	343	312	0	0	58,643	58,037
Yankton, S.D. (3)	208	92	2,780	7,992	432,634	386,324
Fayetteville, Tenn. (3)	361	261	759	243	2,684	7,519
Jackson, Tenn. (3)	282	314	814	896	194,025	150,893
Shelbyville, Tenn. (3)	365	307	0	0	14,578	13,810
Big Spring, Tex. (4)	334	288	0	0	53,987	57,687
Brownwood, Tex. (4)	345	352	0	0	19,038	24,136
Victoria, Tex. (3)	320	173	0	*	114,548	*
Logan, Utah (3)	375	287	33,022	31,521	24,285	17,269
Charlottesville, Va. (4)	213	192	1,368	2,074	142,801	128,869
Danville, Va. (5)	233	127	873	888	125,725	155,559
Harrisonburg, Va. (4)	260	233	6	1,208	233,915	243,270
Warrenton, Va. (3)	380	288	0	*	32,756	*
Burlington, Vt. (5)	198	272	5,871	7,894	233,533	123,111
Bellingham, Wash. (6)**	232	274	524	539	288,976	284,030
Walla Walla, Wash. (3)	329	226	0	0	148,891	169,058
Wenatchee, Wash. (3)	373	332	1,845	3,419	107,979	196,692
Wausau, Wis. (5)	262	181	2,386	2,319	108,486	89,388
Beckley, W. Va. (3)	239	188	483	582	207,308	183,859
Clarksburg, W. Va. (5)	293	250	22,853	2,241	81,845	100,800
Fairmont, W. Va. (3)	348	270	2,298	3,876	73,402	80,366
Casper, Wyo. (4)	180	79	44,442	10,508	295,525	317,194
Cheyenne, Wyo. (5)**	319	323	11,847	18,923	77,275	81,270
Total (659)			696,714	550,568	21,587,384	19,520,818
Caguas, PR. (5)	278	182	78,973	84,109	417,354	397,367
Mayaguez, PR. (7)	249	152	152,391	168,022	389,319	304,295
Ponce, PR. (7)	225	369	147,590	170,067	655,850	554,603
San Juan, PR. (16)	46	106	57,064	209,568	3,053,856	2,825,535
Total (35)			434,018	611,766	4,516,379	3,881,800
Agana, Guam (4)	292	235	0	0	48,517	14,524
Aguadilla, PR. (6)	266	248	41,400	40,800	222,977	298,155
Arecibo, PR. (3)	359	258	9,740	4,285	258,159	223,420
Charlotte Amalie, V.I. (3)	332	276	0			1,061
Other Communities (29)	110	206	4,310	357	844,652	664,209
Total (78)			489,468	657,208	5,886,684	5,083,169
Metropolitan areas United States (2,912)			18,879,515	17,149,909	520,887,387	458,545,831
Nonmetro areas of 3 or more stations (659)			696,714	550,568	21,587,384	19,520,818
Nonmetro areas of two stations (712)			313,389	331,268	16,861,840	14,520,975
Nonmetro areas of one station (1,387)			553,297	552,124	24,729,078	22,888,013
Total United States (5,675)			20,442,915	18,583,869	583,845,689	515,275,435
Commonwealth and Possessions (73)			489,468	657,208	5,834,246	5,083,169
Grand Total (5,748)			20,932,383	19,241,077	589,679,935	520,358,604

[1]AM-FM associated stations that filed a combined report are counted as one reporting entity.
[2]Stations with less than $25,000 in revenues report only total revenues and total expense. However, stations with less than $25,000 in revenues accounted for less than one-tenth of one percent of the broadcast revenues of the reporting stations.
[3]Before commissions to agencies, representatives and others. Because stations differ in classifying time sales as national/regional or local, these data should be used with caution.

Local advertisers[3] 1978	Local advertisers[3] 1977	Value of trade-outs and barter transactions 1978	Value of trade-outs and barter transactions 1977	Total broadcast revenues[4] 1978	Total broadcast revenues[4] 1977	% change	Total broadcast expenses 1978	Total broadcast income 1978
869,052	720,328	312		981,066	794,650	23.5	707,494	273,572
1,358,204	967,981	11,046	9,493	1,735,232	1,269,465	36.7	1,572,132	163,100
881,529	847,161		13,433	952,764	936,477	1.7	913,693	39,071
489,531	511,699	41,741	19,525	715,382	679,376	5.3	760,224	-44,842
1,056,677	877,608	8,957	7,240	1,148,401	951,550	20.7	1,012,712	135,689
871,389	795,047	20,322	8,861	1,022,852	922,124	10.9	989,145	33,707
876,459	868,882	1,535	1,859	1,015,430	1,000,986	1.4	1,022,669	-7,239
419,858	397,316	9,716	6,491	496,087	432,745	14.6	683,316	-187,229
889,496	837,807	4,069	1,577	747,305	699,415	6.8	744,473	2,832
530,182	494,415	6,831	5,134	611,791	558,233	9.6	648,857	-37,066
1,990,960	1,828,916	856	4,014	2,378,493	2,110,593	12.7	2,112,753	265,740
1,819,456	1,421,068	0	0	1,691,907	1,487,812	13.7	1,724,734	-32,827
913,177	*	800	*	1,019,412	*	—	892,499	126,913
662,115	511,297	5,815	2,202	688,357	534,220	28.9	861,596	-173,239
1,134,110	915,771	0	0	1,354,282	1,119,452	21.0	1,084,661	269,621
286,549	*	4,850	*	385,450	*	—	523,096	-137,464
789,709	712,278	28,540		862,059	757,472	13.8	805,578	56,300
646,889	619,121	1,024	983	778,770	715,650	8.8	879,679	-100,909
798,633	651,777	8,557	0	965,817	786,304	22.8	752,845	212,972
948,049	900,535	75,739		1,463,600	1,291,270	13.3	1,342,679	120,921
788,426	*	8,873	*	867,245	*	—	869,694	-2,449
744,415	621,740	593	0	1,024,149	888,735	15.2	1,082,974	-58,825
355,477	319,118	4,327		475,686	409,712	16.1	429,452	46,234
500,856	416,880	4,706		554,091	456,349	21.4	474,622	79,469
1,051,823	897,692	4,276		1,195,626	1,024,661	16.7	1,091,862	103,764
881,4827	753,815	29,370	32,764	1,009,464	855,987	17.9	882,218	127,246
1,507,956	1,343,491	17,347	14,477	1,737,583	1,535,250	13.2	1,848,622	-111,039
911,434	719,037	19,170	8,698	1,002,610	791,562	26.7	860,663	141,947
395,165	280,484	2,746		479,818	357,983	34.0	459,184	20,634
787,693	684,161	4,114	2,832	859,941	755,768	13.8	770,009	89,932
515,036	450,587	4,553	500	600,768	516,914	16.2	568,328	32,440
559,746	281,704	10,864	3,258	688,489	415,431	65.7	773,190	-84,701
625,787	648,986	13,255	9,227	1,033,179	929,068	11.2	973,356	59,823
846,249	784,441	20,053	29,914	955,847	899,495	6.3	879,040	76,807
683,773	472,682	17,470		737,221	552,205	33.5	757,086	-19,865
1,545,186	1,362,490	31,533		1,812,919	1,611,119	12.5	1,354,181	458,738
383,286	355,618	200		387,010	363,768	6.4	353,496	33,514
996,809	803,337	17,294	12,658	1,193,252	932,136	28.0	1,216,208	-22,956
285,768	238,934	2,281		299,357	275,280	8.7	310,713	-11,356
744,878	614,895	10,911	858	792,427	664,045	19.3	764,848	27,579
712,518	519,764	13,178		728,744	555,784	31.1	839,156	-110,412
855,705	*	*	*	923,615	*	—	769,976	153,639
427,710	335,226	14,172		480,816	388,790	23.7	474,358	6,458
1,483,287	1,271,337	54,730	34,464	1,737,262	1,472,670	18.0	1,610,077	127,185
1,347,583	1,267,499	41,103	27,870	1,476,303	1,421,471	3.9	1,240,318	235,985
1,108,656	997,202	3,856	6,831	1,310,110	1,218,477	7.5	1,244,056	66,054
377,295	*	40,616	*	430,047	*	—	422,804	7,243
1,752,542	1,618,134	77,451	30,511	1,974,856	1,803,579	9.5	1,949,078	25,778
1,321,760	1,111,842	58,291	48,514	1,510,468	1,304,202	15.8	1,486,234	24,234
728,911	619,700	24,762	7,956	832,919	759,974	9.6	754,786	78,133
428,170	495,626	5,598		525,035	715,735	-26.6	582,962	57,927
1,229,959	1,135,306	17,448	9,615	1,305,855	1,187,628	10.0	1,108,446	197,409
1,235,852	1,169,958	24,114	18,134	1,458,044	1,365,266	6.8	1,297,895	160,149
961,000	692,245	14,872	13,534	1,062,555	787,960	34.8	1,019,502	43,053
636,582	556,189			705,275	635,007	11.1	678,200	27,075
2,193,443	1,503,230	49,333	31,437	2,479,908	1,758,418	41.0	1,918,784	561,124
865,561	665,277	1,200	1,470	934,219	761,080	22.7	966,351	-32,132
148,082,424	127,863,684	3,842,858	1,357,441	168,395,940	146,371,520	15.0	157,971,679	10,424,261
844,726	684,079	8,196	16,898	1,211,219	1,092,233	10.9	1,070,788	140,431
878,913	821,979	3,650	10,140	1,414,153	1,345,273	5.1	1,221,052	193,101
995,550	1,091,725	43,581	10,288	1,803,372	1,818,134	-0.8	1,785,013	-181,641
7,226,483	5,762,551	392,237	368,722	9,189,572	7,686,975	19.5	8,855,576	333,996
9,945,672	8,360,334	447,664	404,046	13,418,316	11,742,615	14.3	12,932,429	485,887
1,038,983	526,636	20,432	0	1,101,897	545,752	1.9	1,039,817	62,080
311,947	223,381			572,529	585,978	1.2	621,484	48,955
319,257	355,290		0	607,246	595,078	2.0	572,544	34,702
868,280	779,534	9,875		796,648	689,189	15.6	773,929	22,719
3,324,083	3,030,880	16,293	31,888	3,975,741	3,639,871	9.2	3,995,504	113,686
15,826,222	13,276,035	487,366	435,934	20,472,077	17,778,483	15.2	19,035,707	670,119
1,840,229,295	1,388,247,208	97,738,221	65,815,260	1,941,802,182	1,659,074,445	17.0	1,684,929,470	258,872,712
148,082,424	127,863,684	3,842,858	1,357,441	168,395,940	146,371,520	15.0	157,971,679	10,424,261
140,557,433	120,660,152	2,830,741	2,323,823	156,481,191	134,680,810	16.2	145,194,615	11,286,576
234,581,977	214,121,012	3,483,903	2,745,841	258,290,870	235,580,641	9.6	241,882,351	16,408,519
2,163,430,229.	1,850,892,056	107,895,723	72,242,365	2,524,970,183	2,175,707,416	16.1	2,229,978,115	294,992,068
15,740,025	13,276,035	495,564	435,934	20,472,077	17,778,483	15.2	19,755,675	716,402
2,178,170,254	1,864,168,091	108,191,287	72,678,299	2,545,442,260	2,193,485,899	16.0	2,249,733,790	295,708,470

[4]Total time sales less commissions, plus talent and program sales, plus other incidental broadcast revenue.
*Data withheld to maintain station confidentiality; fewer than three stations reported.
**One or more stations did not require data for the full year.

NOTE: Total broadcast income is before federal income tax. - denotes loss.

5. Network-only breakouts

Network revenues[1]

Revenues from sale of time when program is supplied by advertiser	$2,702,000
All other advertising revenues	121,662,000
Revenues from stations for cooperative programs	9,000
All other broadcast revenues	2,686,000
Total gross broadcast revenues	127,059,000
Value of trade-outs and barter transactions included in revenues	3,439,000
Deduct:	
Payments to networks and stations	18,924,000
Commissions to advertising agencies	10,546,000
Commissions to representatives, brokers and others	7,726,000
Cash discounts allowed by network	0
Total deductions	37,197,000
Net broadcast revenues	89,861,000

Network expenses

General categories of expenses:	
Technical expenses	7,913,000
Program expenses	36,011,000
Selling expenses	14,528,000
General and administrative expenses	16,054,000
Total broadcast expenses	74,505,000
Selected expense items	
Salaries, wages and bonuses of officers and employes engaged in following categories:	
Technical	3,095,000
Program	9,164,000
Selling	5,079,000
General and administrative	5,981,000
Total (all officers and employes)	23,320,000
Depreciation of tangible property	655,000
Amortization expense on programs obtained from others:	
Feature film shown or expected to be shown in U.S. theaters	5,000
All other feature film	0
All other programs	722,000
Records and transcriptions	82,000
Music license fees	207,000
Other performance or program rights	2,359,000
Cost of intercity and intracity program relay circuits	8,894,000
Total expense for news and public affairs[2]	32,030,000

Network income

Broadcast revenues	89,861,000
Broadcast expenses	74,505,000
Broadcast operating income	15,356,000

[1]CBS, MBS (two networks), NBC, and ABC's three AM networks and one FM network.
[2]This figure contains some costs already shown under selected expense items. Costs of sports programs are not included.
Note: Last digits may not add to totals because of rounding.

6. How many radio stations won, how many lost

Number of AM and AM/FM[1] stations reporting profit or loss, by volume of total broadcast revenues, 1978 (Stations operating full year only)

	Total number of stations reporting	Number of stations reporting profits	Stations reporting profits of: $500,000 and over	$250,000 to $500,000	$100,000 to $250,000	$50,000 to $100,000	$25,000 to $50,000	$20,000 to $25,000	$15,000 to $20,000	$10,000 to $15,000	$5,000 to $10,000	Less than $5,000
Revenues of:												
Over $1,000,000	355	317	123	97	77	11	4	2		1	2	
$500,000 to $1,000,000	551	430	1	18	187	132	52	13	19	7	12	9
$250,000 to $500,000	1,174	827			60	207	258	67	61	53	63	58
$200,000 to $250,000	488	312			1	33	84	34	39	34	44	43
$150,000 to $200,000	571	360				21	93	44	41	49	61	51
$100,000 to $150,000	590	348				6	88	33	42	45	65	89
$75,000 to $100,000	236	123					7	7	15	14	36	44
$50,000 to $75,000	172	72					5	4	7	10	15	31
$25,000 to $50,000	63	25							2	2	5	10
Less than $25,000	14	2										2
Totals	**4,214**	**2,814**	**124**	**115**	**305**	**410**	**589**	**204**	**226**	**215**	**303**	**343**

[1]Excludes 655 FM stations that are associated with AM's but which reported separately.

Number of AM and AM/FM[1] stations reporting profit or loss, by volume of total broadcast revenues, 1978 (Stations operating full year only)

	Total number of stations reporting	Number of stations reporting profits	Stations reporting losses of: $500,000 and over	$250,000 to $500,000	$100,000 to $250,000	$50,000 to $100,000	$25,000 to $50,000	$20,000 to $25,000	$15,000 to $20,000	$10,000 to $15,000	$5,000 to $10,000	Less than $5,000
Revenues of:												
Over $1,000,000	355	38	12	8	6	4	4		1	2		1
$500,000 to $1,000,000	551	121	8	9	28	26	27	3	2	6	8	4
$250,000 to $500,000	1,174	347	2	14	58	49	83	25	24	27	31	34
$200,000 to $250,000	488	176	1	6	13	34	38	10	6	20	22	26
$150,000 to $200,000	571	211		3	21	32	37	11	13	25	24	45
$100,000 to $150,000	590	244		2	11	25	41	11	21	35	41	57
$75,000 to $100,000	236	113			2	9	22	5	7	16	17	35
$50,000 to $75,000	172	100			3	3	20	7	6	16	15	30
$25,000 to $50,000	63	38			1	4	7	2	3	3	3	15
Less than $25,000	14	12				2	1	1	2	1	2	3
Totals	**4,214**	**1,400**	**23**	**42**	**143**	**188**	**280**	**78**	**85**	**151**	**163**	**250**
Total both		**4,214**	**147**	**157**	**448**	**598**	**849**	**279**	**311**	**366**	**488**	**593**

[1]Excludes 655 FM stations that are associated with AM's but which reported separately.

Number of independent FM[1] stations reporting profit or loss, by volume of total broadcast revenues, 1978 (Stations operating full year only)

	Total number of stations reporting	Number of stations reporting losses	Stations reporting profits of: $500,000 and over	$250,000 to $500,000	$100,000 to $250,000	$50,000 to $100,000	$25,000 to $50,000	$20,000 to $25,000	$15,000 to $20,000	$10,000 to $15,000	$5,000 to $10,000	Less than $5,000
Revenues of:												
Over $1,000,000	69	57	20	17	14	2	3		1			
$500,000 to $1,000,000	80	64		9	29	15	8	1		2		
$250,000 to $500,000	171	120			16	42	36	11	3	5	3	4
$200,000 to $250,000	57	44				3	9	8	8	6	8	2
$150,000 to $200,000	85	43				1	10	6	5	8	7	6
$100,000 to $150,000	122	44				1	7	6	1	11	10	8
$75,000 to $100,000	53	18					1	2	2	5	2	6
$50,000 to $75,000	42	11								1	4	6
$25,000 to $50,000	32	9							2	1	6	
Less than 25,000	11	4										4
Totals	**722**	**414**	**20**	**26**	**59**	**64**	**74**	**34**	**22**	**39**	**40**	**38**

[1]Excludes FM stations that are associated with AM's but which reported separately.

Number of independent[1] FM stations reporting profits or loss, by volume of total broadcast revenues, 1978 (Stations operating full year only)

	Total number of stations reporting	Number of stations reporting profits	Stations reporting losses of: $500,000 and over	$250,000 to $500,000	$100,000 to $250,000	$50,000 to $100,000	$25,000 to $50,000	$20,000 to $25,000	$15,000 to $20,000	$10,000 to $15,000	$5,000 to $10,000	Less than $5,000
Revenues of:												
Over $1,000,000	69	12		5	5		1					1
$500,000 to $1,000,000	80	16	2	4	5	5						
$250,000 to $500,000	171	51		2	7	18	10	1	1	3	2	7
$200,000 to $250,000	57	13			2	2	3		2	1	1	2
$150,000 to $200,000	85	42		1	1	10	13	3	3	5	3	3
$100,000 to $150,000	122	78		1	5	14	17	3	7	6	4	21
$75,000 to $100,000	53	35			2	6	6	2	2	3	8	6
$50,000 to $75,000	42	31			2	4	6	4	5		2	8
$25,000 to $50,000	32	23				5	4	1		5	2	6
Less than $25,000	11	7				1		2			1	3
Totals	**722**	**308**	**2**	**13**	**29**	**65**	**60**	**16**	**20**	**23**	**23**	**57**
Total both		**722**	**22**	**39**	**88**	**129**	**134**	**50**	**42**	**62**	**63**	**93**

[1]Excludes FM stations that are associated with AM's but which reported separately.

Chart 6 continues on page 62

Chart 6, continued from page 58

Number of associated[1] FM stations reporting profit or loss, by volume of total broadcast revenues, 1978
(Stations operating full year only)

	Total number of stations reporting	Number of stations reporting profits	Stations reporting profits of: $500,000 and over	$250,000 to $500,000	$100,000 to $250,000	$50,000 to $100,000	$25,000 to $50,000	$20,000 to $25,000	$15,000 to $20,000	$10,000 to $15,000	$5,000 to $10,000	Less than $5,000
Revenues of:												
Over $1,000,000	65	53	25	13	8	4	3					
$500,000 to $1,000,000	114	94	1	20	49	10	6	3	1	1	1	2
$250,000 to $500,000	132	102		1	31	35	21	4		5	2	3
$200,000 to $250,000	47	29			1	9	10	1	2	3	1	2
$150,000 to $200,000	65	46			1	6	14	6	4	3	5	7
$100,000 to $150,000	73	39				3	15	4	4	1	7	5
$75,000 to $100,000	45	28					4	5	4	4	4	7
$50,000 to $75,000	45	18					6		1	2	4	3
$25,000 to $50,000	30	14								1	4	9
Less than $25,000	24	6								1	1	4
Totals	**640**	**427**	**26**	**34**	**90**	**67**	**79**	**23**	**18**	**21**	**29**	**42**

[1]Does not include 1,457 FM stations that filed a combined report with the AM.

Number of associated[1] FM stations reporting profit or loss, by volume of total broadcast revenues, 1978
(Stations operating full year only)

	Total number of stations reporting	Number of stations reporting losses	Stations reporting losses of: $500,000 and over	$250,000 to $500,000	$100,000 to $250,000	$50,000 to $100,000	$25,000 to $50,000	$20,000 to $25,000	$15,000 to $20,000	$10,000 to $15,000	$5,000 to $10,000	Less than $5,000
Revenues of:												
Over $1,000,000	65	12	2	2	2	1	3				1	1
$500,000 to $1,000,000	114	20	1	2	8	3	2	2	1	1		
$250,000 to $500,000	132	30		1	6	6	6	5	2	2	1	1
$200,000 to $250,000	47	18	1		1	4	4	1		2	1	4
$150,000 to $200,000	65	19	1	2		3	9		1			3
$100,000 to $150,000	73	34			2	7	9	2	3	3	3	5
$75,000 to $100,000	45	17				3	2	1	1	4	4	2
$50,000 to $75,000	45	29			1	3	8	1	3	2	7	4
$25,000 to $50,000	30	16			1	1	1	2	1	2	4	4
Less than $25,000	24	18				2	3	1	3	2	2	5
Totals	**640**	**213**	**5**	**7**	**21**	**33**	**47**	**15**	**15**	**18**	**23**	**29**
Total both		**640**	**31**	**41**	**111**	**100**	**126**	**38**	**31**	**39**	**52**	**71**

[1]Does not include 1,457 FM stations that filed a combined report with the AM.

7. Status on the number of stations

	AM[1]	FM stations filing a combined report with AM	FM stations associated with AM but filing a separate report	FM independent stations	Grand total	Number of reporting entities[3]
Stations in operation on Dec. 31, 1978						
Full year operation	4,394	1,471	659	859	7,383	5,912
Part year operation	102	22	15	59	198	176
Total	4,496	1,493	674	918	7,581	6,088
Stations ceasing operations during 1978	0	0	0	0	0	0
Total stations operating during 1978	4,496	1,493	674	918	7,581	6,088
Less: Stations not reporting[2]	180	14	19	141	354	340
Total stations reporting	4,316	1,479	655	777	7,227	5,748
Full year operation	4,214	1,457	640	722	7,033	5,576
Over $25,000 in time sales	4,198	1,456	614	706	6,974	5,518
Part year operation	102	22	15	55	194	172
Over $25,000 in time sales	75	20	10	35	140	120

[1] AM stations that filed separately, and AM stations that filed combined reports with FM stations.
[2] Stations that are counted as not reporting include those stations that were licensed but silent for the entire year, those stations that filed too late to be included in this report and those commercial stations with a religious format, provided that 50% or more of the revenues of such stations were obtained from contributions.
[3] An AM/FM combination that filed one combined report is counted as one reporting entity.

8. A 10-year track record for radio

A. Industry totals

Total sales to advertisers[2]

Year	Total		Network		National and regional spot		Local	
	Total amount[3]	Percent change	Amount	Percent change	Amount	Percent change	Amount	Percent change
1978	$2,926,900,000	16.5	$126,400,000	7.0	$592,100,000	13.6	$2,208,400,000	17.9
1977	2,512,500,000	12.9	118,100,000	28.1	521,300,000	5.4	1,873,100,000	14.3
1976	2,226,100,000	17.6	92,200,000	26.8	494,600,000	18.8	1,639,200,000	16.8
1975	1,892,300,000	7.8	72,700,000	20.6	416,300,000	7.6	1,403,300,000	7.2
1974	1,755,900,000	6.6	60,300,000	1.5	386,800,000	1.2	1,308,800,000	8.6
1973	1,647,100,000	6.4	59,400,000	(8.6)	382,300,000	(0.5)	1,205,400,000	9.7
1972	1,547,100,000	11.5	65,000,000	18.0	384,300,000	1.7	1,098,400,000	15.1
1971	1,387,700,000	10.4	55,100,000	12.9	378,000,000	6.4	954,600,000	12.0
1970	1,256,800,000	4.7	48,800,000	(4.1)	355,300,000	1.6	852,700,000	6.6
1969	1,200,400,000	6.2	50,900,000	(6.9)	349,600,000	2.2	799,900,000	9.1

Net broadcast revenues, expenses and income

Year	Net broadcast revenues[4]		Expenses		Income[5]	
	Total amount[3]	Percent change	Total amount	Percent change	Total amount	Percent change
1978	$2,651,000,000	16.6	$2,339,400,000	15.3	$311,600,000	26.6
1977	2,274,500,000	12.6	2,028,400,000	10.2	246,100,000	37.8
1976	2,019,400,000	17.1	1,840,800,000	12.6	178,600,000	96.9
1975	1,725,000,000	7.6	1,634,400,000	7.6	90,700,000	7.8
1974	1,603,100,000	6.7	1,519,000,000	9.1	84,100,000	(23.6)
1973	1,501,900,000	6.7	1,391,900,000	9.4	110,100,000	(18.0)
1972	1,407,000,000	11.8	1,272,600,000	10.2	134,300,000	30.6
1971	1,258,000,000	10.7	1,155,200,000	10.7	102,800,000	10.7
1970	1,136,900,000	4.7	1,044,000,000	6.0	92,900,000	(7.9)
1969	1,085,800,000	6.1	985,000,000	8.3	100,900,000	(11.0)

1 Includes nationwide radio networks, and 7,227 AM and FM stations. Includes compensation paid to affiliated stations by other networks (regional state, etc.). Does not include the revenues retained by these other networks or their expenses.
2 Total sales to advertisers are the total amount paid by advertsers for the use of broadcast facilities. They include commissions paid to advertising agencies and representative agencies, and cover charges for broadcast time, and programs, materials, facilities and services supplied by the broadcast industry in connection with the sale of time.
3 Detail may not add to totals because of rounding.
4 Total sales to advertisers plus all other broadcast revenues less commissions.
5 Before federal income tax.

Table 8 continues on page 68

B. Network and stations[1]

	1978	1977	1976	1975	1974	1973	1972	1971	1970	1969
Network broadcast revenues (total)	$2,651.0	$2,274.5	$2,019.4	$1,725.0	$1,603.1	$1,510.4	$1,407.0	$1,258.0	$1,136.9	$1,085.8
National networks	89.9	84.5	64.3	49.5	40.4	40.7	38.7	35.8	34.7	35.8
AM and AM-FM	1,974.9	1,761.4	1,622.6	1,430.2	1,369.3	1,316.1	1,246.1	1,137.7	104.7	1,004.5
FM independent	301.0	225.3	180.0	142.9	128.0	96.1	77.4	53.3	40.6	33.4
FM associated/AM	285.2	203.4	152.5	102.4	65.4	57.5	37.5	26.3	18.9	12.1
Broadcast Expenses (total)	2,339.4	2,028.4	1,840.8	1,634.4	1,519.0	1,398.0	1,272.6	1,155.2	1,044.0	985.0
National networks	74.5	59.2	69.2	52.1	46.5	43.8	43.0	40.4	40.2	42.1
AM and AM-FM	1,752.9	1,582.2	1,460.2	1,332.1	1,268.4	1,189.8	1,103.1	1,018.2	933.2	887.1
FM independent	277.0	215.8	115.7	152.4	141.1	106.1	86.2	64.4	46.8	38.9
FM associated/AM	235.0	171.1	135.7	97.7	63.0	58.3	41.1	32.3	23.8	16.9
Broadcast income (total)[2]	311.6	246.1	178.6	90.7	84.1	112.4	134.3	102.8	92.9	100.9
National networks	15.4	25.3	(5.0)	(2.5)	(6.2)	(3.1)	(3.9)	(1.7)	(5.5)	(6.3)
AM and AM-FM	222.0	179.2	162.5	98.0	100.9	126.3	143.1	119.4	109.5	117.5
FM independent	24.0	9.4	4.3	(9.4)	(13.1)	(10.0)	(8.8)	(9.0)	(6.2)	(5.5)
FM associated/AM	50.2	32.2	16.9	4.7	2.4	(0.8)	(3.9)	(6.0)	(4.9)	(4.8)
Number of reporting entities (total)	5,748	5,619	5,638	5,535	5,436	5,244	5,136	5,020	4,898	4,815
AM and AM-FM	4,316	4,292	4,363	4,355	4,361	4,267	4,271	4,252	4,209	4,194
FM independent	777	741	713	703	678	616	590	527	464	442
FM associated/AM	655	586	562	477	397	361	275	241	225	179

[1] Amounts in millions of dollars. Detail may not add to totals because of rounding.
[2] Before federal income tax.

C. Profit or loss of stations[1]

Average profit or loss of stations[2]

	AM, AM-FM		Independent FM		FM associated with AM	
Year	Average profit	Average loss	Average profit	Average loss	Average profit	Average loss
1978	$110,928	$64,362	$104,333	$58,176	$149,622	$64,829
1977	94,138	55,808	77,014	56,687	122,303	61,053
1976	82,173	51,224	63,259	49,581	90,566	69,282
1975	66,873	45,544	43,589	52,023	71,292	63,344
1974	62,310	48,998	41,830	60,669	56,914	53,933
1973	63,373	43,785	49,186	49,186	58,518	54,518
1972	61,837	38,473	31,557	43,333	45,923	52,030
1971	58,950	35,354	26,598	40,200	45,695	59,680
1970	57,243	33,822	22,381	29,509	30,956	45,815
1969	58,249	33,958	16,674	25,541	18,929	42,114

[1] Full year operation only.
[2] Average profits calculated for those stations reporting profits. Average losses calculated for those stations reporting losses.

■ Lockhart Cable TV Service Inc. for Eagle Lake, Tex. (TX0345), add signal.

■ K and K Cable TV Corp. for Devils Lake, ND (ND0004), add signal.

■ Amory Cable TV for Amory, Miss. (MS0002), add signal.

■ Texoma Cable TV for Kingston, Okla. (OK0147), add signal.

■ Televue Cable Alabama for Vestavia Hills, Hoover, and Southwest Jefferson, all Alabama (AL0061,62,82), add signal.

■ Miley Cablevision for Tishomingo, Okla (OK0107), add signal.

■ Tulsa Cable Television for Tulsa, Okla (OK0061) add signal.

■ Troy Cable Communications Inc. for Troy, Monroe and Concord Twp. all Ohio (OH0646,47,8), add signal.

■ Summit Cable Services of Thoma for Lexington, NC (NC0084), add signal.

■ Emco CATV Inc. for Manchester, Vt (VT0036), add signal.

■ Spirit Lake Cable TV Inc. for Spirit Lake, Iowa (IA0049), add signal.

■ Lowville Cable TV Inc. for Lowville, NY (NY0235), add signal.

■ Triad CATV of Indiana Inc. for Portland, Berne, Geneva, Redkey, Albany, Dunkirk, all Indiana (IN0150,0151,49,7,8,9) add signal.

■ Ruth Cablevision for Isabella, Pa (PA0469), add signal.

■ Piedmont CATV Associates for Union, and Gaffney, both South Carolina (SC0007,6), add signal.

■ Teleprompter Southeast Inc. for Dothan, Ala. (AL0113) add signal.

■ North Lauderdale Cablevision Inc. for North Lauderdale, Fla. (FL0353), add signal.

■ Teleprompter of Oregon for Eugene, Lane, and Springfield, all Oregon (OR0132,71,35), add signal.

■ La Costa Community Antenna Systems Inc. for Carlsbad, Calif. (CA0716), add signal.

■ Great Lakes Cable Co. Inc. for Elk Rapids, Whitewater, Milton, Acme, East Bay, Grand Traverse, Elk Rapids, Mancelona, Antrim, Custer, and Mancelona, all Michigan (MI0397,8,9,24,1,401,2,3,5,4,6), new system.

Call Letters

Applications

Call	Sought by
	New FM's
*WGHR	Southern Technical Institute, Marietta, Ga.
*WWFM	Mercer County Community College, Trenton, N.J.
KYKN	Grants Broadcasting Co, Grants, N.M.
	New AM's
WMSW	Aurora Broadcasting, Hatillo, PR
WDLV	107 Inc. Pinehurst, N.C.
WJIK	Francon, Inc., Camp Lejeune, N.C.
	New TV
WWSG-TV	Radio Broadcasting Co., Philadelphia
	Existing AM's
KCRI	Twin Cities Inc. West Helena, Ark.
KMFO	KKAP Broadcasting Co. Aptos-Capitola, Calif.
KNTB	Reliable Broadcasting Co., Bakersfield Calif.
WKQE	Foward of Florida, Inc., Tallahassee, Fla.
KONK	Hehal Broadcasting Corp., Honolulu, Hawaii
WPKZ	Mark Media Inc., Pickens, S.C.
KARO	Patten Communications, Vancouver, Wash.
	Existing FM's
KZRI	Twin Cities Broadcasting Inc., West Helena, Ark.
WOKG	Blue Water Broadcasting Co. Inc. Stuart, Fla
WYRQ	Little Falls Radio, Inc., Tallahasee, Fla.
WWVV	Long Branch Broadcasting Co. Inc., Long Branch, N.J.
WKJY	Williams Broadcasting Corp., Hemstead, N.Y.

Other

■ FCC has proposed permitting TV broadcast stations to use subcarriers on their aural transmitters for purpoes of cuing and coordinating electronic news gathering (ENG) crews in field. Use of subcarriers was proposed by Boston Broadcasters Inc. (BBI), licensee of WCVB-TV Boston. Recognizing that there were possibly other worthwhile uses for TV aural subcarriers in addition to those proposed by BBI, FCC in 1977 issued notice of inquiry soliciting comments on diverse application of these subcarriers. Specifically mentioned were TV stereophonic sound, bilingual sound channels and augmented audio for visually impaired. Questions also were included regarding other possible uses and implementation factors such as interference, standards and equipment requirements. Ann. Nov. 27.

■ FCC, in conjunction with NOAA National Weather Service (NWS) and Federal Emergency Management Agency (FEMA), has presented awards to 65 broadcast licensees commending them for voluntarily providing their time and expertise in developing Emergency Broadcast System (EBS) plan for their respective communities:

■ William Sanders—Georgia Association of Broadcasters, Atlanta, Ga.

■ L.M. George—WGPC(AM) Albany, Ga.

■ Paul Williams—WAGQ(FM) Athens, Ga.

■ Elmo Ellis—WSB(AM) Atlanta, Ga.

■ James Martin—WDUN(AM) Gainesville, Ga.

■ James Lawhon—WMAZ(AM) Macon, Ga.

■ Mather Payne—WRGA(AM) Rome, Ga.

■ Kyle Goodman—WTOC(AM) Savannah, Ga.

■ Ralph Edwards—WWGS(AM) Tifton, Ga.

■ W.T. Parker—WACL(AM) Waycross, Ga.

■ Carleton Brown (Maine EBS Chairman)—WTVL(AM-FM) Waterville, Me.

■ David Brown (Maine Assistant EBS Chairman)—WTVL(AM-FM) Waterville, Me.

■ Harold Vigue—WFAU(AM) Augusta, Me.

■ Walter Dickson—WABI(AM) Bangor, Me.

■ Lyman Brewer—WGAN(AM) Portland, Me.

■ Norman Johnson—WAGM(AM) Presque Isle, Me.

■ Roger Allen (Massachusetts EBS Chairman)—WRKO(AM) Boston

■ Paul Hurd—WHDH(AM) Boston

■ Lad Hlavaty—WNAC(TV) Boston

■ George Capalbo—WRKO(AM) Boston

■ Elbridge Hooker—WBET(AM) Brockton, Mass.

■ James Kontoleon—WHYN(AM) Springfield, Mass.

■ Frank Estes (New Hampshire EBS Chairman)—WKXL(AM) Concord, NH.

■ Richard Blais—WBRL(AM) Berlin, NH.

■ Dick Osborne—WKXL(AM) Concord, NH.

■ Jim Canto—WTSL(AM) Hanover, NH.

■ E.H. Close—WKNH(FM) Keene, NH.

■ Gary Howard—WEMJ(AM) Laconia, NH.

■ Bob Connelly—WWNH(AM) Rochester, NH.

■ Arthur Silver (New Jersey EBS Chairman)—NJ Broadcasters Assn. New Brunswick, N.J.

■ Paul Most—WOBM(FM) Toms River, N.J.

■ Tilford Carpenter (Ohio EBS Chairman)—WCOL(AM) Columbus, Ohio.

■ Ray Rosenblum—WMOA(AM) Marietta, Ohio.

■ David Palmer—WATH(AM) Athens, Ohio.

■ William Glasser—WHBC(AM) Canton, Ohio.

■ Paul Gilmor—WHBC(AM) Canton, Ohio.

■ Robert Groome—WERE(AM) Cleveland, Ohio.

■ Phil Gardner—WCOL(AM) Columbus, Ohio.

■ Stephen Baughn—WHIO(AM) Dayton, Ohio.

■ Ray Spahr—WHIO(AM) Dayton, Ohio.

■ James Hartzler—WIMA(AM) Lima, Ohio.

■ Gunther Meisse—WVNO-FM Mansfield, Ohio.

■ Ernest Wells—WPAY(AM) Portsmouth, Ohio.

■ Thomas Taylor—WLQR(FM) Toledo, Ohio.

■ Thomas Young—WSPD(AM) Toledo, Ohio.

■ William Bradford (Texas EBS Chairman)—KSST(AM) Sulphur Springs, Tex.

■ Bill Fox—KRBC(AM) Abilene, Tex.

■ Royce Bodiford—KGNC(AM) Amarillo, Tex.

■ Fred Hill—KLBJ(AM) Austin, Tex.

■ Steven Hicks—KLVI(AM) Beaumont, Tex.

■ E.C. Stern—KEYS(AM) Corpus Christi, Tex.

■ Roy Jenkins—KRLD(AM) Dallas

■ Jim Arnold—KROD(AM) El Paso, Tex.

■ Warren Potash—WBAP(AM) Fort Worth

■ Carlos Cantu—KGBT(AM) Harlingen, Tex.

■ Bob Wright—KOLO(FM) Houston

■ Walter Rubens—KOBE(AM) Las Cruces, N.M.

■ Gordon Thompson—KFYO(AM) Lubbock, Tex.

■ Floyd Phillips—KCRS(AM) Midland, Tex.

■ Gene Turney—KGKL(AM) San Angelo, Tex.

■ John Barger—WOAI(AM) San Antonio, Tex.

■ Don Chaney—KTBB(AM) Tyler, Tex.

■ Robert Martin—KNAL(AM) Victoria, Tex.

■ Jack Vinson—WACO(AM) Waco, Tex.

■ Don Whan—KWFT(AM) Wichita Falls, Tex.

Summary of broadcasting

FCC tabulations as of August 31

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4521	5	21	4547	86	4633
Commercial FM	3109	2	52	3163	142	3305
Educational FM	983	0	31	1014	76	1090
Total Radio	8613	7	104	8724	304	9028
Commercial TV						
VHF	514	1	2	517	8	525
UHF	218	0	2	220	60	280
Educational TV						
VHF	98	1	6	105	5	110
UHF	152	2	4	158	7	165
Total TV	982	4	14	1000	80	1080
FM Translators	273	0	0	273	117	390
TV Translators						
UHF	1186	0	0	1186	363	1549
VHF	2432	0	0	2432	219	2651

*Special temporary authorization

**Includes off-air licenses